COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

SECOND REPORT FOR JUNE, 1984

	EVENING 7:00–11:00 PM										All 7:00–11:00 PM		
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	All 25–30 Min.	All 55–60 Min.	7:00–9:00 PM	9:00–11:00 PM(2)	Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	11.5	14.4	12.1	11.5		12.3	12.0	12.7	11.4	12.8	12.3	11.1	12.1
NO. OF PROGRAMS‡	8	9	21	8	IFR	8	21	33	26	38	64	13	77

	EVENING 6:00–7:00PM Informational(1)		MONDAY–FRIDAY 11:30–1:00AM	WEEKDAY DAYTIME 7:00AM–4:30PM						WEEKEND DAYTIME	Sports		
	Once-a-Week	Multi-weekly	11:30PM–1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Adult 7:00–10:00AM	10:00AM–1:00PM	1:00–4:30PM	10:00AM–4:30PM	Chil-dren's(1)	Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	6.9	9.1	4.6	6.7	5.2	3.9	5.0	6.6	6.0	4.0	5.6	5.1	5.3
NO. OF PROGRAMS‡	5	3	8	13	10	6	14	12	26	30	7	11	18

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.
(2) INCLUDES 8:30–9:30PM AND 8:30–10:00PM PROGRAMS.
(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.
(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.
IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.
‡ PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JUNE 17, 1984

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	NBA CHAMPIONSHIP GAME 7(S)	19.3	16,170
2	SIMON & SIMON	18.4	15,420
3	TRAPPER JOHN, M.D.	16.9	14,160
4	NBC MONDAY NIGHT MOVIES	16.5	13,830
5	60 MINUTES	16.2	13,580
6	ALICE	16.1	13,490
6	MAGNUM, P.I.	16.1	13,490
8	20/20	15.9	13,320
9	CAGNEY & LACEY	15.3	12,820
10	ABC SUNDAY NIGHT MOVIE#	15.1	12,650
10	NEWHART	15.1	12,650
12	FACTS OF LIFE	14.9	12,490
13	A TEAM	14.8	12,400
13	ABC WEDNESDAY NIGHT MOVIE	14.8	12,400
13	MATT HOUSTON	14.8	12,400
16	CHEERS	14.5	12,150
16	JEFFERSONS	14.5	12,150

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE¤	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
•EVENING									
A TEAM	36	210	205	99	98	A	14.8	29	1240
TUE. 8.00P 60 NBC A						B	22.9	35	1919
ABC BUSINESS BRIEF-WED	22	198	202	99	98	A	14.0	26	1173
WED. 8.58P 1 ABC N						B	19.4	30	1626
ABC BUSINESS BRIEF-FRI	21	189	203	97	99	A	12.6	26	1056
1 FRI. 8.48P 1 ABC N						B	15.4	26	1291
2 FRI. 8.44P 1									
ABC MONDAY NIGHT BSBL-PRE	2	200	201	99	99	A	8.5	18	712
MON. 8.00P 14 ABC SC						B	8.5	18	712
ABC MONDAY NIGHT BASEBALL	2	200	202	99	99	A	10.6	19	888
1 MON. 8.14P 185 ABC SE						B	10.6	19	888
2 MON. 8.15P 170									
ABC MOVIE SPECIAL-THU.(S)		180		95		A	6.9	13	578
1 THU. 8.00P 120 ABC FF									
ABC MOVIE SPECIAL-SUN.(S)		196		98		A	8.1	17	679
1 SUN. 7.00P 120 ABC FF									
ABC NEWS CLOSEUP(S)			197		98	A	6.1	11	511
2 THU. 8.40P 60 ABC DN									
ABC NEWSBRIEF-M-F	179	190	198	97	99	A	12.0	22	1006
1 MON. 8.11P 2 ABC N						B	15.7	25	1316

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE¤	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
ABC WRLD NEWS-SUN(B)			103		48	A	2.9	7	243
2 SUN. 6.30P 30 ABC N									
AFTERMASH	8	199	201	97	97	A	10.9	22	913
SUN. 8.00P 30 CBS CS						B	10.8	20	905
ALICE	15	200	201	99	99	A	16.1	28	1349
SUN. 9.30P 30 CBS CS						B	16.9	26	1416
BENSON	33	193	205	98	99	A	10.9	24	913
FRI. 8.00P 30 ABC CS						B	15.2	27	1274
BLUE THUNDER	6	182	198	93	97	A	12.1	23	1014
FRI. 9.00P 60 ABC A						B	10.4	19	872
CAGNEY & LACEY	10	184	205	91	99	A	15.3	26	1282
MON. 10.00P 60 CBS OP						B	17.2	28	1441
CBS EVENING NEWS-RATHER	179	199	203	99	99	A	10.1	23	846
M-F 6.30P 30 CBS N						B	13.2	24	1106
CBS EVENING NEWS-DEAN	24	178	175	90	90	A	7.1	17	595
SUN. 6.00P 30 CBS N						B	9.1	17	763
CBS REPORTS(S)		195		98		A	10.6	20	888
1 TUE. 8.00P 60 CBS DN									
CBS SAT. NEWS-SCHIEFFER	28	168	165	90	89	A	7.8	20	654
SAT. 6.30P 30 CBS N						B	9.4	19	788

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE¤	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
1 TUTHF 9.58P 1									
1 WED. 9.56P 1									
2 MON. 8.12P 1									
2 TU & F 9.58P 1									
2 WED. 9.55P 2									
2 THU. 10.38P 1									
ABC NEWSBRIEF-SAT.	36	204	199	99	99	A	13.2	25	1106
SAT. 9.58P 1 ABC N						B	17.3	30	1450
ABC NEWSBRIEF-SUN.	36	199	200	99	99	A	12.7	22	1064
1 SUN. 9.58P 1 ABC N						B	19.1	29	1601
2 SUN. 9.57P 2									
ABC SPORTS UPDATE-SAT	36	193	200	97	99	A	11.8	25	989
1 SAT. 8.57P 2 ABC SN						B	15.7	27	1316
2 SAT. 8.58P 1									
ABC SPORTS UPDATE-SUN	34	198	197	98	98	A	10.1	20	846
1 SUN. 8.17P 2 ABC SN						B	17.4	27	1458
2 SUN. 8.31P 2									
ABC SUNDAY NIGHT MOVIE	30		201		99	A	15.1	27	1265
2 SUN. 9.00P 120 ABC FF						B	20.5	32	1718
ABC WEDNESDAY NIGHT MOVIE	2	193	202	97	99	A	14.8	26	1240
WED. 9.00P 120 ABC FF						B	14.8	26	1240
ABC WORLD NEWS TONIGHT	180	206	206	99	99	A	8.2	18	687
M-F 6.30P 30 ABC N						B	10.6	19	888
ABC WRLD NEWS TONIGHT-SUN	31	156		85		A	4.9	12	411
1 SUN. 6.30P 30 ABC N						B	7.8	15	654

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE¤	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
CBS SATURDAY NIGHT MOVIE	8	199	194	98	97	A	8.4	17	704
SAT. 8.30P 150 CBS FF						B	10.1	20	846
CBS TUESDAY NIGHT MOVIES	23	180		93		A	13.5	23	1131
1 TUE. 9.00P 120 CBS FF						B	16.1	25	1349
CBS WEDNESDAY NIGHT MOVIE	31		194		98	A	8.9	16	746
2 WED. 8.00P 180 CBS FF						B	12.2	20	1022
CHEERS	25	205	206	99	98	A	14.5	25	1215
1 THU. 9.00P 30 NBC CS						B	15.7	24	1316
2 THU. 9.30P 30									
DALLAS	30		200		99	A	10.5	20	880
2 FRI. 9.00P 60 CBS GD						B	25.1	40	2103
DIFF'RENT STROKES-SAT.	34	200	199	97	96	A	10.2	24	855
SAT. 8.00P 30 NBC CS						B	14.0	25	1173
DUCK FACTORY	2	197	193	95	96	A	12.9	22	1081
WED. 9.30P 30 NBC CS						B	12.9	22	1081
DUKES OF HAZZARD	30	187	198	92	98	A	9.2	20	771
FRI. 8.00P 60 CBS CS						B	15.4	26	1291
'84 VOTE:CA,NJ,NM,SD 8:04(S)		195		90		A	9.2	20	771
1 TUE. 8.04P 2 ABC P									
'84 VOTE:CA,NJ,NM,SD 8:32(S)		183		85		A	8.3	17	696
1 TUE. 8.32P 2 ABC P									
FACTS OF LIFE	33	201	195	95	96	A	14.9	26	1249
WED. 9.00P 30 NBC CS						B	16.6	25	1391
FALCON CREST	28		203		99	A	9.5	18	796
2 FRI. 10.00P 60 CBS GD						B	21.6	37	1810

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE¤	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
EVENING CONT'D									
FALL GUY	34	199	204	99	99	A	12.7	24	1064
WED. 8.00P 60 ABC A						B	18.8	30	1575
FAMILY TIES	23	199	200	98	98	A	13.7	25	1148
1 THU. 8.30P 30 NBC CS						B	14.8	23	1240
2 THU. 9.00P 30									
FANTASY ISLAND	29	205	206	99	99	A	12.6	25	1056
SAT. 10.00P 60 ABC A						B	14.8	27	1240
FATHER MURPHY	6	136	147	75	80	A	3.8	8	318
SUN. 7.00P 60 NBC GD						B	4.8	9	402
FOUR SEASONS	7	201	201	99	98	A	10.0	19	838
SUN. 8.30P 30 CBS CS						B	10.1	18	846
FOUL UPS, BLEEPS-BLUNDERS	18	190	201	97	97	A	9.7	20	813
TUE. 8.00P 30 ABC U						B	14.9	23	1249
GIMME A BREAK	32	194	192	97	97	A	12.5	25	1048
1 THU. 8.00P 30 NBC CS						B	14.8	24	1240
2 THU. 8.38P 22									
HARDCASTLE & MCCORMICK	28	197	201	98	99	A	10.5	20	880
1 SUN. 9.00P 60 ABC A						B	16.5	25	1383
2 SUN. 8.00P 60									
HART TO HART	30	195	200	94	98	A	11.5	20	964
TUE. 10.00P 60 ABC PD						B	15.1	25	1265
HILL STREET BLUES	33	212	212	99	99	A	13.5	25	1131
1 THU. 10.00P 60 NBC OP						B	16.4	27	1374
2 THU. 10.30P 60									
HOMEMADE COMEDY SPECIAL(S)		178		89		A	6.0	13	503
1 FRI. 8.00P 60 NBC PV									
HOTEL	2	201	202	99	98	A	11.3	19	947
TUE. 9.00P 60 ABC GD						B	11.3	19	947
JEFFERSONS	28	200	201	99	99	A	14.5	26	1215
SUN. 9.00P 30 CBS CS						B	17.2	26	1441
KNIGHT RIDER	30	201	205	98	99	A	11.3	23	947
SUN. 8.00P 60 NBC A						B	16.5	25	1383
KNOTS LANDING	27	202	202	99	99	A	11.1	21	930
1 THU. 10.00P 60 CBS GD						B	19.7	33	1651
2 THU. 10.38P 60									
LIONS OF ETOSHA(S)		192		97		A	12.3	23	1031
1 WED. 8.00P 60 CBS DO									
LOTTERY	1		194		98	A	10.5	18	880
2 THU. 9.40P 60 ABC A						B	10.5	18	880
LOVE BOAT	34	207	204	99	99	A	13.8	28	1156
SAT. 9.00P 60 ABC CS						B	18.0	31	1508
MAGNUM, P.I.	35	206	205	99	99	A	16.1	31	1349
1 THU. 8.00P 60 CBS PD						B	20.8	33	1743
2 THU. 8.38P 60									
MAMA MALONE	2	199	194	99	98	A	4.9	12	411
SAT. 8.00P 30 CBS CS						B	4.9	12	411
MAMA'S FAMILY	3	189	190	95	93	A	9.9	20	830
SAT. 9.00P 30 NBC CS						B	9.9	20	830
MASTER	13		176		89	A	7.9	17	662
2 FRI. 8.00P 60 NBC A						B	10.0	18	838
MATT HOUSTON	31	193	201	95	99	A	14.8	28	1240
FRI. 10.00P 60 ABC PD						B	14.7	26	1232
MOVIE OF THE WEEK-FRIDAY	7	169	174	90	91	A	10.1	19	846
FRI. 9.00P 120 NBC FF						B	9.1	16	763
NBA CHAMPIONSHIP GAME 4(S)		204		99		A	13.1	24	1098
1 WED. 9.00P 184 CBS SE									
NBA CHAMPIONSHIP GAME 5(S)		203		99		A	12.1	23	1014
1 FRI. 9.00P 166 CBS SE									
NBA CHAMPIONSHIP GAME 7(S)			204		99	A	19.3	33	1617
2 TUE. 9.00P 173 CBS SE									
NBC MONDAY NIGHT MOVIES	26	168	197	92	98	A	16.5	28	1383
MON. 9.00P 120 NBC FF						B	18.2	28	1525
NBC NEWS DIGEST-M-F	179	182	173	89	84	A	10.6	20	888
1 MWTHF 8.58P 1 NBC N						B	12.9	20	1081
1 TUE. 8.57P 2									
2 MTUWF 8.58P 1									
2 THU. 9.28P 1									
NBC NEWS DIGEST-2-M-F	86	168	179	86	88	A	11.5	19	964
1 MON. 9.47P 1 NBC N						B	12.6	19	1056
1 WED. 9.58P 1									
1 FRI 9.54P 1									
2 TUE. 9.58P 1									
2 THU. 10.28P 1									
NBC NEWS DIGEST-SAT	36	176	171	86	85	A	8.1	17	679
SAT. 8.58P 1 NBC N						B	11.0	19	922
NBC NEWS DIGEST-2-SAT.	16		178		89	A	8.1	16	679
2 SAT. 9.58P 1 NBC N						B	9.4	16	788
NBC NEWS DIGEST-SUN	36	179	185	84	88	A	10.2	19	855
SUN. 8.58P 1 NBC N						B	13.9	21	1165
NBC NEWS DIGEST-2-SUN.	18	190		92		A	14.0	24	1173
1 SUN. 9.56P 1 NBC N						B	13.5	20	1131
NBC NEWS SP:D DAY PLUS 40(S)		203		99		A	11.7	22	980
1 WED. 8.00P 60 NBC DN									
NBC NIGHTLY NEWS-SAT.	30	167		90		A	6.8	17	570
1 SAT. 6.30P 30 NBC N						B	8.5	17	712
NBC NIGHTLY NEWS-SUN	23	167	169	88	88	A	6.7	16	561
SUN. 6.30P 30 NBC N						B	7.2	14	603
NBC NIGHTLY NEWS	179	204	205	99	99	A	8.9	20	746
M-F 6.30P 30 NBC N						B	10.8	20	905
NBC SUNDAY NIGHT MOVIE	27	201	198	97	98	A	12.9	23	1081
SUN. 9.00P 120 NBC FF						B	16.3	25	1366

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PROGRAM NAME / WK # DAY	START TIME	DUR	NET	T/C THIS SEASON	PROG. TYPE	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
EVENING CONT'D													
NEWHART				29		188	206	91	99	A	15.1	25	1265
MON.	9.30P	30	CBS		CS					B	17.3	26	1450
NEWSBREAK-M-F				178		184	188	92	95	A	11.7	22	980
1 MON.	8.57P	2	CBS		N					B	14.8	23	1240
1 TUE.	8.56P	3											
1 W-F	8.58P	1											
2 MON.	8.57P	1											
2 TU & F	8.58P	1											
2 WED.	9.01P	2											
2 THU.	9.36P	1											
NEWSBREAK-SAT.				35		191	185	92	91	A	6.5	14	545
1 SAT.	9.07P	2	CBS		N					B	9.9	17	830
2 SAT.	9.10P	1											
NEWSBREAK-SUN.				36		191	187	95	93	A	10.6	20	888
SUN.	8.58P	1	CBS		N					B	15.6	23	1307
NIGHT COURT				3		197	188	98	97	A	13.5	23	1131
1 THU.	9.30P	30	NBC		CS					B	14.4	24	1207
2 THU.	10.00P	30											
NOT IN FRONT OF THE KIDS(S)							189		93	A	9.6	19	804
2 SAT.	9.30P	30	NBC		CS								
T.J. HOOKER				32		197	204	98	99	A	11.4	26	955
SAT.	8.00P	60	ABC		OP					B	15.3	27	1282
TV BLOOPERS & PRAC. JOKES				20		206	207	99	99	A	14.3	28	1198
MON.	8.00P	60	NBC		CV					B	18.7	28	1567
THREE'S COMPANY				3		191	200	96	99	A	10.7	20	897
TUE.	8.30P	30	ABC		CS					B	11.6	21	972
TRAPPER JOHN, M.D.				29		201	201	93	99	A	16.9	31	1416
SUN.	10.00P	60	CBS		GD					B	16.7	28	1399
20/20				34		200	200	99	99	A	15.9	30	1332
1 THU.	10.00P	60	ABC		DN					B	14.6	24	1223
2 THU.	10.40P	60											
U.S. OLYMPIC TRIALS-SUN.(S)						202		99		A	6.5	12	545
1 SUN.	10.00P	60	ABC		SE								
WEBSTER				33		191	205	97	99	A	12.4	26	1039
FRI.	8.30P	30	ABC		CS					B	16.5	28	1383
WELCOME TO PARADISE(S)							176		95	A	7.7	16	645
2 TUE.	8.00P	60	CBS		A								
•LATE FRINGE													
ABC NEWS:NIGHTLINE-MON				2		140	187	78	95	A	3.6	14	302
ONE DAY AT A TIME				5		184	203	90	98	A	14.1	24	1182
MON.	9.00P	30	CBS		CS					B	14.3	23	1198
PEOPLE ARE FUNNY				2		188		95		A	8.8	17	737
1 SAT.	9.30P	30	NBC		PV					B	8.7	17	729
REAL PEOPLE				31			191		94	A	10.8	22	905
2 WED.	8.00P	60	NBC		PV					B	15.3	24	1282
REMINGTON STEELE				19		192	194	91	97	A	14.4	25	1207
TUE.	10.00P	60	NBC		PD					B	15.1	25	1265
RIPTIDE				19		197	190	93	95	A	14.1	24	1182
TUE.	9.00P	60	NBC		PD					B	17.4	27	1458
RIPLEY'S BELIEVE IT-NOT				30			183		96	A	7.9	17	662
2 SUN.	7.00P	60	ABC		U					B	12.0	20	1006
ROUSTERS				2		188	187	93	89	A	8.3	17	696
SAT.	10.00P	60	NBC		A					B	8.3	17	696
ST. ELSEWHERE				28		202	203	95	99	A	13.0	23	1089
WED.	10.00P	60	NBC		GD					B	13.1	22	1098
SCARECROW & MRS. KING				31		199	205	98	99	A	14.2	27	1190
MON.	8.00P	60	CBS		GD					B	17.4	26	1458
SILVER SPOONS				5		195	196	97	96	A	10.7	23	897
SAT.	8.30P	30	NBC		CS					B	10.1	22	846
SIMON & SIMON				30		205	204	99	98	A	18.4	32	1542
1 THU.	9.00P	60	CBS		PD					B	22.8	35	1911
2 THU.	9.38P	60											
60 MINUTES				38		203	206	99	99	A	16.2	36	1358
SUN.	7.00P	60	CBS		DN					B	22.5	37	1886
1 MON.	12.24A	30	ABC		N					B	3.6	14	302
2 MON.	11.58P	30											
ABC NEWS:NIGHTLINE				63		190	192	96	96	A	6.0	16	503
1 W-F	11.30P	30	ABC		N					B	6.2	17	520
2 TUE.	11.30P	30											
2 WED.	11.30P	34											
ABC NEWS:NIGHTLINE-WED(B)						195		97		A	5.0	18	419
1 WED.	12.00M	43	ABC		N								
ABC NEWS:NIGHTLINE SPEC.(S)						188		95		A	3.4	12	285
1 TUE.	12.00M	31	ABC		N								
ABC NEWS:NIGHTLINE-SPEC.(S)							191		94	A	2.9	12	243
2 THU.	12.25A	30	ABC		N								
ABC NEWS:NIGHTLINE-SPEC(S)							190		94	A	3.9	13	327
2 FRI.	12.00M	30	ABC		N								
ABC WEEKEND REPORT-SAT.				35		161	162	88	88	A	4.1	9	344
SAT.	11.00P	15	ABC		N					B	4.9	10	411
ABC WEEKEND REPORT-SUN.				36		168	167	90	90	A	3.9	9	327
SUN.	11.00P	15	ABC		N					B	4.5	11	377
CAMPAIGN '84:PRIMARIES(S)						188		95		A	6.2	17	520
1 TUE.	11.30P	32	CBS		P								
CBS NEWS NIGHTWATCH-1				163		67	72	65	67	A	1.4	15	117
1 MTHSU	2.00A	30	CBS		N					B	1.4	15	117
2 W & SU	2.00A	30											
CBS NEWS NIGHTWATCH-2				180		103	103	88	88	A	1.1	21	92
1 MTHSU	2.30A	210	CBS		N					B	1.2	23	101

CONT'D

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
LATE FRINGE CONT'D									
CBS NEWS NIGHTWAT-CONT'D									
1 TUE. 2.32A 208									
1 WED. 3.04A 176									
2 MWSU 2.30A 210									
2 TUE. 2.53A 187									
2 THU. 2.39A 201									
CBS SUNDAY NEWS-OSGOOD	36	132	132	69	69	A	6.0	13	503
SUN. 11.00P 15 CBS N						B	6.0	12	503
DAVID LETTERMAN I	144	181	184	95	96	A	3.5	17	293
1 MWTH 12.30A 30 NBC GV						B	3.0	15	251
1 TUE. 1.00A 30									
2 M-W 12.30A 30									
2 THU. 1.00A 30									
DAVID LETTERMAN II	144	181	185	95	96	A	2.6	17	218
1 MWTH 1.00A 30 NBC GV						B	2.2	14	184
1 TUE. 1.30A 30									
2 M-W 1.00A 30									
2 THU. 1.30A 30									
DECISION '84-CAL./N.J.(S)		202		98		A	7.4	20	620
1 TUE. 11.30P 30 NBC P									
'84 VOTE:CA,NJ,NM,SD11:30(S)		191		96		A	5.7	16	478
1 THU. 12.38A 49									
1 FRI. 1.33A 37									
2 MON. 1.08A 49									
2 TUE. 1.31A 54									
2 WED. 12.39A 52									
2 THU. 1.17A 51									
2 FRI. 1.10A 41									
NBC LATE NIGHT MOVIE	36	73	73	44	44	A	1.9	7	159
1 SUN. 11.30P 85 NBC FF						B	1.6	6	134
2 SUN. 11.30P 78									
SATURDAY NIGHT	32	198	202	98	97	A	7.2	22	603
1 SAT. 11.30P 79 NBC GV						B	7.2	21	603
2 SAT. 11.30P 77									
TONIGHT SHOW	177	205	205	99	99	A	6.7	21	561
1 MWTHF 11.30P 60 NBC GV						B	6.8	21	570
1 TUE. 12.00M 60									
2 MTUWF 11.30P 60									
2 THU. 12.00M 60									
U.S. OPEN GOLF-THUR.(S)			194		95	A	4.6	16	385
2 THU. 12.10A 15 ABC SE									
U.S. OPEN GOLF-FRI.(S)			194		95	A	5.2	14	436
2 FRI. 11.30P 30 ABC SE									

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
1 TUE. 11.30P 30 ABC P									
EYE ON HOLLYWOOD	61	112	113	67	67	A	1.8	6	151
1 TH & F 12.00M 31 ABC GV						B	2.1	8	176
2 MON. 12.28A 31									
2 TUE. 12.00M 30									
2 WED. 12.04A 30									
FRIDAY NIGHT VIDEOS	36	198	198	98	98	A	3.2	15	268
FRI. 12.30A 90 NBC PC						B	3.7	17	310
LAROUCHE FOR PRESIDENT(S)			175		92	A	5.4	16	453
2 MON. 11.30P 30 CBS P									
LAROUCHE FOR PRES.(S)			165		84	A	3.9	11	327
2 FRI. 11.30P 30 CBS P									
LATE MOVIE I	180	175	174	89	89	A	4.9	19	411
1 M & TH 11.30P 68 CBS FF						B	6.1	20	511
1 TUE. 12.02A 68									
1 WED. 12.34A 69									
1 FRI. 12.16A 77									
2 MON. 12.00M 68									
2 TUE. 12.23A 68									
2 WED. 11.30P 69									
2 THU. 12.09A 68									
2 FRI. 12.00M 70									
LATE MOVIE II	181	175	174	89	89	A	3.3	22	277
1 MON. 12.38A 46 CBS FF						B	4.2	24	352
1 TUE. 1.10A 46									
1 WED. 1.43A 48									
•WEEKDAY DAYTIME									
ABC DAYTIME NEWSBRIEF-M-F	25	202	202	99	99	A	6.9	25	578
M-F 2.57P 2 ABC N						B	7.1	26	595
ABC WORLD NEWS-MORN-615A	50	96	98	72	72	A	.9	12	75
M-F 6.15A 15 ABC N						B	1.2	14	101
ABC WORLD NEWS-MORN-645A	178	154	154	87	87	A	1.7	14	142
M-F 6.45A 15 ABC N						B	2.1	16	176
ALL MY CHILDREN	180	206	206	99	99	A	8.2	27	687
M-F 1.00P 60 ABC DD						B	8.8	28	737
ANOTHER WORLD	175	204	203	99	99	A	5.5	20	461
M-F 2.00P 60 NBC DD						B	5.6	19	469
AS THE WORLD TURNS	174	204	204	99	99	A	7.7	26	645
M-F 1.30P 60 CBS DD						B	7.8	26	654
BENSON DAYTIME	163	175	172	89	88	A	3.8	16	318
1 MTUTHF 11.00A 30 ABC CS						B	3.8	15	318
2 M-F 11.00A 30									
BODY LANGUAGE	10	101	108	51	59	A	2.9	10	243
M-F 4.00P 30 CBS PV						B	2.9	10	243
CAPITOL	177	196	196	96	96	A	6.9	25	578
M-F 2.30P 30 CBS DD						B	6.4	22	536
CBS EARLY MORNING NEWS	180	132	132	88	88	A	1.5	17	126
M-F 6.30A 30 CBS N						B	1.5	16	126
CBS MORNING NEWS 1	180	198	197	99	99	A	3.2	17	268
M-F 7.30A 30 CBS N						B	3.5	17	293

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WEEKDAY DAYTIME CONT'D									
CBS MORNING NEWS 2	179	198	198	99	99	A	3.3	15	277
M-F 8.30A 30 CBS N						B	3.7	17	310
CBS SCHOOLBREAK SPECIALS(S)			180		90	A	5.2	16	436
2 TUE. 4.30P 60 CBS CL									
CRUSADE PL 40D-DAY- 8:30A(S)		196		99		A	4.9	26	411
1 WED. 8.30A 30 ABC N									
CRUSADE PL 40D-DAY-11:30A(S)		201		99		A	3.4	13	285
1 WED. 11.30A 60 ABC N									
DAYS OF OUR LIVES	176	208	208	99	99	A	7.1	23	595
1 MTUTHF 1.00P 60 NBC DD						B	7.1	23	595
1 WED. 1.07P 53									
2 M-F 1.00P 60									
DREAM HOUSE	177	182	181	90	89	A	4.6	19	385
M-F 11.30A 30 NBC QG						B	5.0	20	419
EDGE OF NIGHT	179	124	124	70	70	A	2.7	9	226
M-F 4.00P 30 ABC DD						B	3.3	10	277
FACTS OF LIFE M-F	113	148	148	88	88	A	4.8	21	402
M-F 10.00A 30 NBC CS						B	4.2	18	352
FAMILY FEUD	179	174	173	87	87	A	4.0	15	335

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
NEWSBREAK-3.57	175	189	189	94	94	A	6.1	19	511
M-F 3.57P 2 CBS N						B	6.6	19	553
ONE LIFE TO LIVE	178	202	202	99	99	A	6.8	24	570
M-F 2.00P 60 ABC DD						B	7.9	27	662
PRESS YOUR LUCK	180	157	158	80	80	A	5.1	21	427
M-F 10.30A 30 CBS QP						B	4.9	21	411
PRICE IS RIGHT 1	176	204	204	99	99	A	6.8	28	570
M-F 11.00A 30 CBS AP						B	7.2	29	603
PRICE IS RIGHT 2	177	204	204	99	99	A	9.1	37	763
M-F 11.30A 30 CBS AP						B	9.6	38	804
RYAN'S HOPE	180	176	176	94	94	A	4.4	16	369
M-F 12.30P 30 ABC DD						B	4.8	17	402
SALE OF THE CENTURY	174	156	156	85	84	A	4.7	19	394
M-F 10.30A 30 NBC QG						B	4.7	20	394
SEARCH FOR TOMORROW	178	158	158	78	78	A	3.2	12	268
M-F 12.30P 30 NBC DD						B	3.2	11	268
TODAY SHOW-7.30AM	180	203	203	99	99	A	3.6	19	302
M-F 7.30A 30 NBC N						B	3.8	18	318
TODAY SHOW-8.30AM	179	203	203	99	99	A	3.9	18	327

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
1 MTUTHF 12.00N 30 ABC QP						B	4.7	17	394
2 M-F 12.00N 30									
GENERAL HOSPITAL	178	206	206	99	99	A	7.8	26	654
M-F 3.00P 60 ABC DD						B	10.1	31	846
GOOD MORNING, AMERICA-730	179	200	204	99	99	A	4.6	26	385
M-F 7.30A 30 ABC N						B	5.0	24	419
GOOD MORNING, AMERICA-830	178	201	202	99	99	A	5.0	23	419
1 MTUTHF 8.30A 30 ABC N						B	5.6	25	469
2 M-F 8.30A 30									
GUIDING LIGHT	175	205	205	99	99	A	8.0	26	670
M-F 3.00P 60 CBS DD						B	8.0	25	670
HOT POTATO	100	147	145	72	71	A	3.2	12	268
M-F 12.00N 30 NBC QG						B	3.0	11	251
LOVING	179	194	197	95	96	A	3.6	15	302
1 MTUTHF 11.30A 30 ABC DD						B	3.8	15	318
1 WED. 11.00A 30									
2 M-F 11.30A 30									
MATCH GM/HOLLYWOOD SQS HR	153	156	154	77	76	A	3.7	12	310
M-F 3.00P 60 NBC QG						B	3.8	12	318
NBC NEWS AT SUNRISE	180	168	168	90	90	A	1.4	13	117
M-F 6.30A 30 NBC N						B	1.5	13	126
NBC NEWS DIGEST-DAYTIME	67	200	199	99	99	A	4.8	17	402
MWF 2.57P 1 NBC N						B	4.7	16	394
NEWSBREAK-11.57	178	182	179	89	87	A	7.3	29	612
M-F 11:57A 2 CBS N						B	7.8	31	654

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
M-F 8.30A 30 NBC N						B	4.4	20	369
$25,000 PYRAMID	175	167	167	87	87	A	4.7	20	394
M-F 10.00A 30 CBS QP						B	5.0	21	419
WHEEL OF FORTUNE	176	206	207	99	99	A	7.3	30	612
M-F 11.00A 30 NBC QG						B	7.3	30	612
YOUNG AND THE RESTLESS	177	205	205	99	99	A	8.7	32	729
M-F 12.30P 60 CBS DD						B	8.6	31	721
•WEEKEND DAYTIME									
ABC WEEKEND SPECIALS	32	184	180	93	91	A	4.2	15	352
SAT. 12.00N 30 ABC FV						B	4.7	16	394
ABC WIDE WORLD-SPORTS SAT	29	202		99		A	3.9	11	327
1 SAT. 5.02P 88 ABC SA						B	7.6	18	637
ALVIN AND THE CHIPMUNKS	38	203	201	97	96	A	7.0	29	587
SAT. 10.30A 30 NBC CA						B	8.1	29	679
AMERICAN BANDSTAND	30	168	156	83	78	A	3.9	14	327
SAT. 12.30P 60 ABC PC						B	4.2	14	352
AMERICAN SPORTSMAN	14	160	165	84	85	A	3.0	10	251
SUN. 2.00P 30 ABC SA						B	3.8	11	318
BELMONT STAKES(S)		202		99		A	5.0	15	419
1 SAT. 4.30P 88 CBS SE									
BENJI,ZAX & THE-PRINCE	14	177	178	89	89	A	3.9	14	327
SAT. 12.30P 30 CBS CA						B	3.6	13	302
BEST OF SCOOBY DOO	20	196	193	96	96	A	4.8	18	402
SAT. 11.30A 30 ABC CA						B	5.2	19	436

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WEEKEND DAYTIME CONT'D									
BISKITTS	14	173	176	88	87	A	3.9	14	327
SAT. 12.00N 30 CBS CA						B	3.6	13	302
BUGS BUNNY/ROAD RUNNER 1	18	198	200	97	98	A	4.2	17	352
SAT. 10.30A 30 CBS CA						B	4.8	18	402
BUGS BUNNY/ROAD RUNNER 2	18	196	195	96	96	A	5.5	22	461
SAT. 11.00A 30 CBS CA						B	5.6	20	469
BUGS BUNNY/ROAD RUNNER 3	18	186	186	93	93	A	5.3	20	444
SAT. 11.30A 30 CBS CA						B	5.2	19	436
CAPTAIN KANGAROO-SAT	38	127	127	83	83	A	.9	13	75
SAT. 7.00A 60 CBS CL						B	1.3	15	109
CBS CHILDREN'S FILM FEST.	23	132	152	65	79	A	2.4	9	201
SAT. 1.30P 30 CBS CL						B	2.7	9	226
CBS SPORTS INSIDE OUT(S)			192		97	A	4.1	11	344
2 SUN. 5.30P 30 CBS SC									
CBS SPORTS SPECIAL SAT.(S)			195		97	A	3.9	12	327
2 SAT. 4.30P 89 CBS SE									
CBS SPORTS SUN SPEC ED.(S)			191		97	A	3.7	10	310
2 SUN. 4.30P 60 CBS SC									
CHARLIE BROWN&SNOOPY SHOW	18	185	187	94	94	A	1.8	15	151

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
LITTLES	38	196	195	97	96	A	4.4	18	369
SAT. 10.30A 30 ABC CA						B	5.6	20	469
MEET THE PRESS	35		187		97	A	2.1	8	176
2 SUN. 12.30P 30 NBC CC						B	2.9	9	243
MENUDO-10:25AM	38	199	199	99	99	A	4.6	20	385
SAT. 10.25A 4 ABC CN						B	5.7	21	478
MENUDO-11:55AM	20	196	193	96	96	A	4.7	18	394
SAT. 11.55A 4 ABC CN						B	5.0	18	419
MICHIGAN 400(S)			195		98	A	4.6	15	385
2 SUN. 1.00P 210 CBS SE									
MR. T	38	204	186	98	87	A	5.9	23	494
SAT. 11.00A 30 NBC CA						B	7.7	27	645
MONCHHICHIS	21	189	189	95	95	A	2.4	20	201
SAT. 8.00A 30 ABC CA						B	3.2	21	268
NBA CHAMPIONSHIP GAME 6(S)		202		99		A	11.4	30	955
1 SUN. 3.37P 146 CBS SE									
NBC MAJOR LEAGUE PRE GAME	10	205	204	99	98	A	5.8	22	486
1 SAT. 3.00P 16 NBC SC						B	5.1	19	427
2 SAT. 1.00P 17									
NBC MAJOR LEAGUE BASEBALL	10	205	204	99	99	A	7.8	26	654

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
SAT. 8.00A 30 CBS CA						B	3.1	20	260
DUNGEONS AND DRAGONS	38	199	200	98	98	A	4.4	21	369
SAT. 9.30A 30 CBS CA						B	5.8	22	486
FACE THE NATION	38	162	160	93	93	A	2.6	11	218
SUN. 10.30A 30 CBS CC						B	3.3	11	277
FLINTSTONE FUNNIES	38	190	186	95	94	A	2.2	19	184
SAT. 8.00A 30 NBC CA						B	3.2	21	268
FRENCH OPEN TENNIS-SAT(S)		177		92		A	4.3	16	360
1 SAT. 1.00P 120 NBC SE									
FRENCH OPEN TENNIS-SUN(S)		174		92		A	3.4	13	285
1 SUN. 9.00A 300 NBC SE									
IN THE NEWS- 8.26AM	38	185	187	94	94	A	2.1	16	176
SAT. 8.26A 3 CBS CN						B	3.3	20	277
IN THE NEWS- 9.56AM	38	199	200	98	98	A	3.9	18	327
SAT. 9.56A 3 CBS CN						B	5.2	20	436
IN THE NEWS-10.26AM	35	194	195	96	97	A	3.8	16	318
SAT. 10.26A 3 CBS CN						B	4.5	16	377
IN THE NEWS-11.56AM	18	186	186	93	93	A	4.8	18	402
SAT. 11.56A 3 CBS CN						B	4.9	18	411
IN THE NEWS-12.26PM	14	173	176	88	87	A	3.4	12	285
SAT. 12.26P 3 CBS CN						B	3.3	12	277
IN THE NEWS-12.56PM	25	177	178	89	89	A	3.4	12	285
SAT. 12.56P 3 CBS CN						B	4.5	15	377
IN THE NEWS- 1.26PM	24	145	165	72	86	A	2.9	11	243
SAT. 1.26P 3 CBS CN						B	4.0	13	335

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1 SAT. 3.16P 176 NBC SE						B	7.0	24	587
2 SAT. 1.17P 164									
NBC MAJOR LEAGUE GAME-2	3		197		96	A	7.3	21	612
2 SAT. 4.00P 197 NBC SE						B	6.4	19	536
NEW FAT ALBERT SHOW	23	145	165	72	86	A	3.0	11	251
SAT. 1.00P 30 CBS CA						B	4.0	13	335
NEW SCOOBY & SCRAPPY DOO	21	197	197	99	99	A	3.9	20	327
SAT. 9.00A 30 ABC CA						B	4.8	21	402
ONE TO GROW ON-8:28AM	25	189	185	95	94	A	2.9	22	243
SAT. 8.28A 2 NBC CN						B	4.1	25	344
ONE TO GROW ON-8:58AM	38	194	192	97	96	A	3.3	21	277
SAT. 8.58A 2 NBC CN						B	4.9	24	411
ONE TO GROW ON-10:28AM	36	208	208	99	99	A	6.9	30	578
SAT. 10.28A 2 NBC CN						B	8.6	31	721
ONE TO GROW ON-10:58AM	38	202	200	97	96	A	6.6	27	553
SAT. 10.58A 2 NBC CN						B	7.8	28	654
ONE TO GROW ON-12:28PM	23	169	150	80	77	A	4.7	17	394
SAT. 12.28P 2 NBC CN						B	5.3	18	444
PAC-MAN	38	199	198	99	99	A	4.0	19	335
SAT. 9.30A 30 ABC CA						B	5.1	20	427
PRO BOWLERS SPRING TOUR	4	179		91		A	3.8	13	318
1 SAT. 2.30P 90 ABC SE						B	4.0	14	335
PUPPY-FURTHER ADVENTURES	37	196	193	96	95	A	4.5	18	377
SAT. 11.00A 30 ABC CA						B	5.5	19	461

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WEEKEND DAYTIME CONT'D									
RASCALS/RICHIE RICH	38	193	193	98	98	A	2.9	19	243
SAT. 8.30A 30 ABC CA						B	4.0	20	335
RUBIK, THE AMAZING CUBE	38	199	199	99	99	A	4.8	21	402
SAT. 10.00A 30 ABC CA						B	6.0	22	503
SATURDAY SUPERCADE	38	196	196	96	96	A	3.2	19	268
SAT. 8.30A 60 CBS CA						B	4.9	23	411
SCHOOLHOUSE ROCK-8:25AM	21	189	189	95	95	A	2.7	21	226
SAT. 8.25A 4 ABC CN						B	3.8	23	318
SHIRT TALES	38	198	196	97	96	A	3.2	21	268
SAT. 8.30A 30 NBC CA						B	4.5	23	377
SMURFS I	38	209	209	99	99	A	4.7	24	394
SAT. 9.00A 30 NBC CA						B	6.2	27	520
SMURFS II	38	209	209	99	99	A	6.1	29	511
SAT. 9.30A 30 NBC CA						B	7.9	31	662
SMURFS III	38	209	209	99	99	A	7.0	31	587
SAT. 10.00A 30 NBC CA						B	8.6	31	721
SPIDERMAN/HULK 1	37	170	151	85	72	A	4.6	18	385
SAT. 11.30A 30 NBC CA						B	5.6	19	469
SPIDERMAN/HULK 2	34	169	149	85	71	A	5.0	18	419
SAT. 12.00N 30 NBC CA						B	5.7	19	478
SPORTSBEAT	16		144		78	A	2.1	7	176
2 SAT. 2.00P 30 ABC SC						B	2.9	9	243
SPORTSWORLD	22	172	174	89	89	A	4.4	12	369
SUN. 4.00P 120 NBC SA						B	5.1	13	427
SUNDAY MORNING	36	172	173	95	95	A	3.8	19	318
SUN. 9.00A 90 CBS N						B	4.6	20	385
TARZAN LORD OF-JUNGLE	18	194	195	96	97	A	3.6	16	302
SAT. 10.00A 30 CBS CA						B	4.7	17	394
THIS WEEK-DAVID BRINKLEY	34	173	169	95	94	A	3.7	14	310
SUN. 11.30A 60 ABC N						B	3.8	12	318
THUNDARR	29	135	113	77	65	A	3.7	14	310
SAT. 12.30P 30 NBC CA						B	5.0	16	419
U.S. OPEN GOLF-SAT.(S)			202		99	A	5.5	17	461
2 SAT. 2.30P 240 ABC SE									
U.S. OPEN GOLF-SUN.(S)			202		99	A	6.3	18	528
2 SUN. 2.30P 240 ABC SE									
U.S. OLYMPIC TRIALS-SAT.(S)		200		98		A	3.8	12	318
1 SAT. 4.00P 62 ABC SE									
USFL FOOTBALL	15	186		95		A	4.0	11	335
1 SUN. 2.30P 213 ABC SE						B	5.5	15	461
WESTCHESTER CLASSIC-SAT(S)		189		97		A	2.6	8	218
1 SAT. 3.00P 90 CBS SE									
WESTCHESTER CLASSIC-SUN(S)		200		99		A	4.3	14	360
1 SUN. 1.00P 157 CBS SE									

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					19,780 23.6											
Program					(SD)(OP) ← ABC MONDAY NIGHT BASEBALL — TORONTO VS DETROIT / CINCINNATI VS LOS ANGELES / MULTI-SEGMENT TELECAST (OP)(→OP)											
AVERAGE AUDIENCE (Households (000) & %)					8,800 10.5	8.4*		9.4*		11.0*		10.5*		10.7*		11.4*
SHARE OF AUDIENCE %					18	16 *		18 *		19 *		17 *		18 *		19 *
AVG. AUD. BY ¼ HR. %					8.1	8.4	9.3	9.5	10.5	11.5	10.7	10.2	10.7	10.7	11.1	11.6
CBS TV TOTAL AUDIENCE (Households (000) & %)					16,340 19.5				12,910 15.4		13,070 15.6		15,500 18.5			
Program					← SCARECROW & MRS. KING → (R)(SD)				ONE DAY AT A TIME (R)		NEWHART (R)		← CAGNEY & LACEY → (R)			
AVERAGE AUDIENCE (Households (000) & %)					12,070 14.4	13.2*		15.5*	10,980 13.1		11,480 13.7		12,150 14.5	14.3*		14.8*
SHARE OF AUDIENCE %					27	25 *		28 *	22		22		24	23 *		25 *
AVG. AUD. BY ¼ HR. %					12.1	14.4	15.5	15.5	12.7	13.5	13.1	14.2	13.9	14.7	14.6	14.9
NBC TV TOTAL AUDIENCE (Households (000) & %)					17,770 21.2				21,620 25.8							
Program					← TV BLOOPERS & PRAC. JOKES → (R)(SD)				← NBC MONDAY NIGHT MOVIES → BORN TO BE SOLD(R) (SD)							
AVERAGE AUDIENCE (Households (000) & %)					12,400 14.8	14.4*		15.1*	13,580 16.2	14.6*		16.6*		16.8*		16.9*
SHARE OF AUDIENCE %					27	27 *		27 *	27	25 *		27 *		27 *		29 *
AVG. AUD. BY ¼ HR. %					13.8	15.1	14.8	15.4	14.2	14.9	16.4	16.7	17.0	16.6	17.2	16.6

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					7,540 9.0	19,020 22.7										
Program					(1) (SD)→OP	← ABC MONDAY NIGHT BASEBALL — DETROIT VS TORONTO / ATLANTA VS SAN DIEGO / MULTI-SEGMENT TELECAST (OP)(→OP)										
AVERAGE AUDIENCE (Households (000) & %)					7,370 8.8	8,970 10.7		8.6*		10.9*		11.6*		12.0*		11.7*
SHARE OF AUDIENCE %					19	19		17 *		20 *		20 *		20 *		20 *
AVG. AUD. BY ¼ HR. %					9.0	8.3	8.4	8.8	10.5	11.3	11.5	11.7	11.9	12.2	11.9	11.6
CBS TV TOTAL AUDIENCE (Households (000) & %)					16,510 19.7				14,830 17.7		15,920 19.0		17,430 20.8			
Program					← SCARECROW & MRS. KING → (R)(SD)				ONE DAY AT A TIME (R)		NEWHART (R)		← CAGNEY & LACEY → (R)			
AVERAGE AUDIENCE (Households (000) & %)					11,730 14.0	13.4*		14.6*	12,650 15.1		13,740 16.4		13,410 16.0	15.6*		16.3*
SHARE OF AUDIENCE %					28	28 *		28 *	27		28		28	27 *		29 *
AVG. AUD. BY ¼ HR. %					12.9	13.9	14.4	14.8	14.5	15.6	15.9	17.0	15.5	15.6	16.3	16.4
NBC TV TOTAL AUDIENCE (Households (000) & %)					17,010 20.3				22,290 26.6							
Program					← TV BLOOPERS & PRAC. JOKES → (R)(SD)				← NBC MONDAY NIGHT MOVIES → ANGEL DUSTED(R)							
AVERAGE AUDIENCE (Households (000) & %)					11,480 13.7	12.9*		14.5*	13,990 16.7	14.7*		16.3*		17.3*		18.3*
SHARE OF AUDIENCE %					27	27 *		28 *	29	26 *		27 *		30 *		32 *
AVG. AUD. BY ¼ HR. %					12.4	13.3	14.1	14.9	14.3	15.1	16.0	16.6	17.3	17.3	18.3	18.3

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	49.3	50.0	50.2	51.0	51.1	53.7	54.9	55.8	57.7	59.7	61.2	62.3	62.1	60.7	60.0	57.9
WK. 2	45.9	47.5	46.5	47.3	47.7	48.9	50.6	53.1	55.5	57.8	58.9	60.2	58.6	58.6	58.2	56.1

U.S. TV Households: 83,800,000

(1)ABC MONDAY NIGHT BSBL-PRE,ABC,MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					10,480		10,890		14,250				12,230			
TOTAL AUDIENCE (%)					12.5		13.0		17.0				14.6			
Program					FOUL UPS, BLEEPS–BLUNDERS (R)(S)(SD)		THREE'S COMPANY (R)(S)(SD)		HOTEL (R)(SD)				HART TO HART (R)			
AVERAGE AUDIENCE (Households (000))					8,630		9,220		9,300				8,630			
AVERAGE AUDIENCE (%)					10.3		11.0		11.1	11.0*		11.3*	10.3	10.3*		10.4*
SHARE OF AUDIENCE %					20		21		19	19 *		19 *	18	18 *		19 *
AVG. AUD. BY ¼ HR. %					10.2	10.5	10.3	11.6	10.9	11.0	10.8	11.8	10.3	10.3	10.1	10.6
CBS TV TOTAL AUDIENCE (Households (000))					13,320				18,690							
TOTAL AUDIENCE (%)					15.9				22.3							
Program					CBS REPORTS (SD)				CBS TUESDAY NIGHT MOVIES TWO LIVES OF CAROL LETNER(R)							
AVERAGE AUDIENCE (Households (000))					8,880				11,310							
AVERAGE AUDIENCE (%)					10.6	10.1*		11.1*	13.5	12.7*		13.6*		14.2*		13.7*
SHARE OF AUDIENCE %					20	20 *		21 *	23	22 *		23 *		24 *		25 *
AVG. AUD. BY ¼ HR. %					10.0	10.1	10.9	11.3	12.1	13.2	13.8	13.4	14.0	14.4	14.1	13.3
NBC TV TOTAL AUDIENCE (Households (000))					17,930				16,260				15,340			
TOTAL AUDIENCE (%)					21.4				19.4				18.3			
Program					A TEAM (R)(SD)				RIPTIDE (R)				REMINGTON STEELE (R)			
AVERAGE AUDIENCE (Households (000))					12,570				11,560				11,820			
AVERAGE AUDIENCE (%)					15.0	14.1*		15.9*	13.8	13.2*		14.3*	14.1	14.5*		13.8*
SHARE OF AUDIENCE %					29	28 *		30 *	23	23 *		24 *	25	25 *		25 *
AVG. AUD. BY ¼ HR. %					13.6	14.6	15.8	16.0	12.8	13.7	14.1	14.5	14.3	14.7	14.1	13.5

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					9,800		10,140		14,250				15,250			
TOTAL AUDIENCE (%)					11.7		12.1		17.0				18.2			
Program					FOUL UPS, BLEEPS–BLUNDERS (R)		THREE'S COMPANY (R)		HOTEL (R)(SD)				HART TO HART (R)			
AVERAGE AUDIENCE (Households (000))					7,630		8,720		9,640				10,560			
AVERAGE AUDIENCE (%)					9.1		10.4		11.5	11.1*		12.0*	12.6	12.6*		12.5*
SHARE OF AUDIENCE %					19		20		20	20 *		20 *	21	21 *		21 *
AVG. AUD. BY ¼ HR. %					8.7	9.6	9.7	11.1	11.0	11.2	11.6	12.3	12.5	12.8	12.4	12.5
CBS TV TOTAL AUDIENCE (Households (000))					10,310				28,410							
TOTAL AUDIENCE (%)					12.3				33.9							
Program					WELCOME TO PARADISE (SD)				NBA CHAMPIONSHIP GAME 7 L.A.LAKERS VS BOSTON (9:00-11:53PM) (-OP)							
AVERAGE AUDIENCE (Households (000))					6,450				16,170							
AVERAGE AUDIENCE (%)					7.7	7.8*		7.5*	19.3	14.7*		18.1*		19.3*		21.1*
SHARE OF AUDIENCE %					16	17 *		15 *	33	26 *		30 *		32 *		35 *
AVG. AUD. BY ¼ HR. %					8.3	7.4	7.3	7.8	13.4	16.1	17.2	19.0	20.6	17.9	20.4	21.8
NBC TV TOTAL AUDIENCE (Households (000))					16,760				15,500				17,100			
TOTAL AUDIENCE (%)					20.0				18.5				20.4			
Program					A TEAM (R)(SD)				RIPTIDE (R)(SD)				REMINGTON STEELE (R)			
AVERAGE AUDIENCE (Households (000))					12,150				11,980				12,320			
AVERAGE AUDIENCE (%)					14.5	13.4*		15.7*	14.3	13.7*		14.9*	14.7	15.0*		14.3*
SHARE OF AUDIENCE %					29	28 *		30 *	24	24 *		24 *	25	25 *		24 *
AVG. AUD. BY ¼ HR. %					12.7	14.1	15.8	15.5	13.3	14.2	14.9	14.9	14.9	15.1	14.4	14.3

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	46.1	47.0	47.8	48.6	49.9	50.8	52.6	54.4	55.9	58.4	60.1	60.7	59.1	58.3	56.3	54.2
WK. 2	45.4	45.8	45.9	47.1	46.6	48.8	51.2	52.9	54.3	58.0	60.4	61.5	60.3	59.3	58.7	58.1

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES — EVE.WED. JUNE 6, 1984

WEEK 1

ABC TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))					16,170				22,460							
TOTAL AUDIENCE (%)					19.3				26.8							
Program					FALL GUY (R)(SD)				ABC WEDNESDAY NIGHT MOVIE MOMENT TO MOMENT (SD)							
AVERAGE AUDIENCE (Households (000))					10,890				12,570							
AVERAGE AUDIENCE (%)					13.0	11.4*		14.6*	15.0	14.4*		15.9*		15.1*		14.5*
SHARE OF AUDIENCE %					24	22 *		26 *	26	25 *		27 *		26 *		26 *
AVG. AUD. BY ¼ HR. %					11.0	11.9	13.7	15.4	14.3	14.5	15.6	16.1	15.3	14.9	14.7	14.4

CBS TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))					14,670				23,380							
TOTAL AUDIENCE (%)					17.5				27.9							
Program					LIONS OF ETOSHA (SD)				NBA CHAMPIONSHIP GAME 4 BOSTON VS L.A.LAKERS (9:00-12:04AM) (+OP)							
AVERAGE AUDIENCE (Households (000))					10,310				10,980							
AVERAGE AUDIENCE (%)					12.3	12.0*		12.5*	13.1	11.2*		11.8*		11.3*		12.4*
SHARE OF AUDIENCE %					23	23 *		23 *	24	20 *		20 *		19 *		21 *
AVG. AUD. BY ¼ HR. %					11.7	12.3	12.5	12.6	10.9	11.5	11.5	12.2	11.7	10.9	12.0	12.9

NBC TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))					13,990				14,160		12,230		14,670			
TOTAL AUDIENCE (%)					16.7				16.9		14.6		17.5			
Program					NBC NEWS SP:D DAY PLUS 40 (SD)				FACTS OF LIFE (R)		DUCK FACTORY (SD)		ST. ELSEWHERE (R)			
AVERAGE AUDIENCE (Households (000))					9,800				11,900		10,220		10,890			
AVERAGE AUDIENCE (%)					11.7	11.7*		11.6*	14.2		12.2		13.0	12.8*		13.2*
SHARE OF AUDIENCE %					22	22 *		21 *	24		21		23	22 *		24 *
AVG. AUD. BY ¼ HR. %					11.6	11.9	11.6	11.6	13.6	14.7	12.2	12.2	12.4	13.2	13.1	13.2

WEEK 2

ABC TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))					14,920				21,960							
TOTAL AUDIENCE (%)					17.8				26.2							
Program					FALL GUY (R)(SD)				ABC WEDNESDAY NIGHT MOVIE TOMORROW'S CHILD(R) (SD)							
AVERAGE AUDIENCE (Households (000))					10,390				12,230							
AVERAGE AUDIENCE (%)					12.4	11.6*		13.3*	14.6	12.4*		13.7*		15.5*		16.7*
SHARE OF AUDIENCE %					25	24 *		26 *	26	23 *		24 *		27 *		30 *
AVG. AUD. BY ¼ HR. %					11.0	12.2	12.7	13.8	12.4	12.4	13.3	14.1	15.4	15.6	16.6	16.9

CBS TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))					17,350											
TOTAL AUDIENCE (%)					20.7											
Program					CBS WEDNESDAY NIGHT MOVIE A TALE OF TWO CITIES(R) (SD)											
AVERAGE AUDIENCE (Households (000))					7,460											
AVERAGE AUDIENCE (%)					8.9	8.8*		8.5*		8.8*		8.8*		9.1*		9.5*
SHARE OF AUDIENCE %					16	18 *		17 *		16 *		15 *		16 *		17 *
AVG. AUD. BY ¼ HR. %					8.8	8.8	8.7	8.2	9.0	8.7	8.9	8.7	9.0	9.2	9.2	9.8

NBC TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))					13,410				15,590		13,240		15,000			
TOTAL AUDIENCE (%)					16.0				18.6		15.8		17.9			
Program					REAL PEOPLE (R)(SD)				FACTS OF LIFE (R)		DUCK FACTORY		ST. ELSEWHERE (R)			
AVERAGE AUDIENCE (Households (000))					9,050				13,070		11,310		10,890			
AVERAGE AUDIENCE (%)					10.8	10.0*		11.5*	15.6		13.5		13.0	13.6*		12.4*
SHARE OF AUDIENCE %					22	20 *		22 *	28		24		23	24 *		23 *
AVG. AUD. BY ¼ HR. %					9.7	10.4	11.5	11.5	14.8	16.4	13.4	13.6	13.8	13.3	12.6	12.1

TV HOUSEHOLDS USING TV (See Def. 1)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	48.2	48.8	49.4	50.8	51.6	53.1	54.3	57.1	58.1	59.0	59.0	59.5	57.9	57.3	55.8	54.1
WK. 2	45.3	46.6	46.8	48.1	48.5	49.6	51.0	51.9	53.9	55.6	56.6	57.6	57.8	56.7	55.5	54.2

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.WED. JUNE 13, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. JUNE 7, 1984

WEEK 1

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))	12,150								17,680			
TOTAL AUDIENCE (%)	14.5								21.1			
Program	ABC MOVIE SPECIAL-THU. CROSSED SWORDS(R) (SD)								20/20			
AVERAGE AUDIENCE (Households (000))	5,780								12,820			
AVERAGE AUDIENCE (%)	6.9	6.3*		6.7*		7.0*		7.8*	15.3	15.2*		15.4*
SHARE OF AUDIENCE %	13	13 *		13 *		13 *		13 *	28	27 *		29 *
AVG. AUD. BY ¼ HR. %	6.6	6.1	6.6	6.8	7.0	7.1	7.5	8.1	14.1	16.3	15.8	14.9
CBS TV TOTAL AUDIENCE (Households (000))	17,930				20,110				14,330			
TOTAL AUDIENCE (%)	21.4				24.0				17.1			
Program	MAGNUM, P.I. (R)(SD)				SIMON & SIMON (R)				KNOTS LANDING (R)			
AVERAGE AUDIENCE (Households (000))	12,740				15,420				9,640			
AVERAGE AUDIENCE (%)	15.2	13.7*		16.7*	18.4	17.7*		19.2*	11.5	12.1*		10.8*
SHARE OF AUDIENCE %	30	28 *		32 *	32	32 *		33 *	21	21 *		20 *
AVG. AUD. BY ¼ HR. %	12.7	14.7	16.3	17.1	17.0	18.5	19.3	19.0	13.1	11.2	10.8	10.8
NBC TV TOTAL AUDIENCE (Households (000))	12,070		12,820		13,410		13,490		16,760			
TOTAL AUDIENCE (%)	14.4		15.3		16.0		16.1		20.0			
Program	GIMME A BREAK (R)		FAMILY TIES (R)(SD)		CHEERS (R)		NIGHT COURT (R)		HILL STREET BLUES (R)			
AVERAGE AUDIENCE (Households (000))	10,480		10,890		11,650		11,560		12,150			
AVERAGE AUDIENCE (%)	12.5		13.0		13.9		13.8		14.5	14.4*		14.6*
SHARE OF AUDIENCE %	26		25		25		24		27	26 *		27 *
AVG. AUD. BY ¼ HR. %	12.0	13.0	12.5	13.4	14.0	13.9	13.0	14.5	14.2	14.5	14.6	14.6

WEEK 2

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))			9,550				14,330				19,690	
TOTAL AUDIENCE (%)			11.4				17.1				23.5	
Program	REAGAN NEWS CONF.-ABC (8:00-8:40PM) (SUS)		ABC NEWS CLOSEUP WAR & POWER- THE RISE OF SYRIA (8:40-9:40PM)(+OP)				LOTTERY (9:40-10:40PM) (R)(OP)(+OP)				20/20 (10:40-11:40PM) (SD)(OP)(+OP)	
AVERAGE AUDIENCE (Households (000))			5,110				8,800				13,740	
AVERAGE AUDIENCE (%)			6.1	5.7*		6.2*	10.5	7.9*		11.2*	16.4	16.1*
SHARE OF AUDIENCE %			11	11 *		11 *	18	14 *		19 *	32	29 *
AVG. AUD. BY ¼ HR. %			6.1	5.6	6.1	6.3	7.2	8.1	10.6	11.8	15.5	16.3
CBS TV TOTAL AUDIENCE (Households (000))			20,870				20,360				13,490	
TOTAL AUDIENCE (%)			24.9				24.3				16.1	
Program	REAGAN NEWS CONF.-CBS (8:33-8:38PM) (SUS)		MAGNUM, P.I. (8:38-9:38PM) (R)(+OP)				SIMON & SIMON (9:38-10:38PM) (R)(SD)(OP)(+OP)				KNOTS LANDING (10:38-11:38PM) (R)(OP)(+OP)	
AVERAGE AUDIENCE (Households (000))			14,160				15,340				8,880	
AVERAGE AUDIENCE (%)			16.9	14.0*		18.5*	18.3	17.1*		19.1*	10.6	11.3*
SHARE OF AUDIENCE %			31	27 *		33 *	31	29 *		32 *	21	20 *
AVG. AUD. BY ¼ HR. %			12.6	14.6	17.7	19.2	17.0	17.1	18.6	19.6	12.0	10.9
NBC TV TOTAL AUDIENCE (Households (000))			11,730		13,660		14,920		12,820		15,170	
TOTAL AUDIENCE (%)			14.0		16.3		17.8		15.3		18.1	
Program	REAGAN NEWS CONF.-NBC (8:00-8:38PM) (SUS)		GIMME A BREAK (8:38-9:00PM) (R)		FAMILY TIES (R)(SD)		CHEERS (R)		NIGHT COURT (R)(SD)		HILL STREET BLUES (10:30-11:30PM) (R)(+OP)	
AVERAGE AUDIENCE (Households (000))			10,480		11,980		12,650		10,980		10,390	
AVERAGE AUDIENCE (%)			12.5		14.3		15.1		13.1		12.4	12.1*
SHARE OF AUDIENCE %			24		26		26		22		24	22 *
AVG. AUD. BY ¼ HR. %			11.6	13.0	13.9	14.6	15.0	15.3	13.3	13.0	11.2	13.1

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	44.5	45.8	45.7	46.9	47.5	49.5	51.4	54.4	55.5	56.6	57.9	58.4	56.6	55.9	53.8	52.5
WK. 2	45.3	45.4	45.9	47.6	47.9	49.8	51.5	52.9	55.7	57.6	58.2	58.5	58.7	58.3	55.4	52.6

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.THU. JUNE 14, 1984

WEEK 1

ABC TV

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	10,560		11,150		14,250				16,340			
TOTAL AUDIENCE (%)	12.6		13.3		17.0				19.5			
Program	BENSON (R)		WEBSTER (R)(SD)		BLUE THUNDER (R)(SD)				MATT HOUSTON (R)			
AVERAGE AUDIENCE (Households (000))	8,550		9,970		9,970				12,150			
AVERAGE AUDIENCE (%)	10.2		11.9		11.9	11.2*		12.6*	14.5	14.3*		14.6*
SHARE OF AUDIENCE %	23		25		23	22 *		24 *	27	26 *		27 *
AVG. AUD. BY ¼ HR. %	9.4	11.0	11.3	12.5	11.0	11.5	12.2	13.0	14.2	14.4	14.6	14.7

CBS TV

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	11,400				20,780							
TOTAL AUDIENCE (%)	13.6				24.8							
Program	DUKES OF HAZZARD (R)(SD)				NBA CHAMPIONSHIP GAME 5 L.A.LAKERS VS BOSTON (9:00-11:46PM) (+OP)							
AVERAGE AUDIENCE (Households (000))	7,880				10,140							
AVERAGE AUDIENCE (%)	9.4	8.5*		10.3*	12.1	10.2*		11.8*		11.4*		12.8*
SHARE OF AUDIENCE %	21	19 *		22 *	23	21 *		23 *		21 *		23 *
AVG. AUD. BY ¼ HR. %	8.0	9.0	9.8	10.8	10.1	10.3	11.4	12.3	11.9	10.9	12.3	13.3

NBC TV

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	8,550				14,920							
TOTAL AUDIENCE (%)	10.2				17.8							
Program	HOMEMADE COMEDY SPECIAL (R)(SD)				MOVIE OF THE WEEK-FRIDAY SKEEZER(R) (SD)							
AVERAGE AUDIENCE (Households (000))	5,030				8,720							
AVERAGE AUDIENCE (%)	6.0	6.1*		5.9*	10.4	8.7*		10.2*		11.0*		11.8*
SHARE OF AUDIENCE %	13	14 *		13 *	20	17 *		19 *		20 *		22 *
AVG. AUD. BY ¼ HR. %	6.6	5.7	6.1	5.6	8.1	9.4	10.0	10.4	10.7	11.2	11.7	12.0

WEEK 2

ABC TV

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	11,310		11,980		14,250				15,750			
TOTAL AUDIENCE (%)	13.5		14.3		17.0				18.8			
Program	BENSON (R)		WEBSTER (R)(SD)		BLUE THUNDER (R)(SD)				MATT HOUSTON (R)			
AVERAGE AUDIENCE (Households (000))	9,720		10,730		10,310				12,650			
AVERAGE AUDIENCE (%)	11.6		12.8		12.3	11.5*		13.0*	15.1	15.1*		15.1*
SHARE OF AUDIENCE %	26		27		24	23 *		25 *	29	29 *		29 *
AVG. AUD. BY ¼ HR. %	11.3	12.0	12.5	13.1	11.0	12.0	12.8	13.3	14.7	15.4	15.3	14.9

CBS TV

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	10,560				12,740				10,640			
TOTAL AUDIENCE (%)	12.6				15.2				12.7			
Program	DUKES OF HAZZARD (R)(SD)				DALLAS (R)				FALCON CREST (R)			
AVERAGE AUDIENCE (Households (000))	7,460				8,800				7,960			
AVERAGE AUDIENCE (%)	8.9	8.4*		9.5*	10.5	9.9*		11.1*	9.5	9.6*		9.4*
SHARE OF AUDIENCE %	19	19 *		20 *	20	20 *		21 *	18	18 *		18 *
AVG. AUD. BY ¼ HR. %	8.1	8.6	9.1	9.9	9.9	9.9	10.7	11.4	10.0	9.3	9.6	9.2

NBC TV

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	9,130				14,080							
TOTAL AUDIENCE (%)	10.9				16.8							
Program	MASTER (R)(SD)				MOVIE OF THE WEEK-FRIDAY DRACULA(R)							
AVERAGE AUDIENCE (Households (000))	6,620				8,210							
AVERAGE AUDIENCE (%)	7.9	7.4*		8.3*	9.8	9.2*		9.2*		9.9*		10.7*
SHARE OF AUDIENCE %	17	16 *		17 *	19	18 *		17 *		19 *		20 *
AVG. AUD. BY ¼ HR. %	6.8	8.0	8.4	8.2	9.1	9.3	9.1	9.4	9.6	10.1	10.8	10.6

TV HOUSEHOLDS USING TV (See Def. 1)

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	42.8	43.2	43.5	43.1	44.0	44.7	46.2	48.1	48.9	51.0	52.9	54.2	54.4	54.5	54.8	54.8
WK. 2	44.1	44.2	44.5	45.3	44.7	45.9	47.4	48.9	49.5	50.5	52.2	53.0	52.3	52.8	52.8	51.6

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JUNE 9, 1984

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000))					13,830				16,340				15,170			
TOTAL AUDIENCE (%)					16.5				19.5				18.1			
Program					T.J. HOOKER (R)(SD)				LOVE BOAT (R)(SD)				FANTASY ISLAND (R)			
AVERAGE AUDIENCE (Households (000))					10,140				12,320				11,060			
AVERAGE AUDIENCE (%)					12.1	11.2*		13.0*	14.7	13.5*		15.9*	13.2	13.1*		13.3*
SHARE OF AUDIENCE %					27	26 *		28 *	30	28 *		31 *	27	26 *		27 *
AVG. AUD. BY ¼ HR. %					10.6	11.7	13.2	12.8	12.7	14.2	16.0	15.8	13.1	13.1	13.4	13.2
CBS TV																
TOTAL AUDIENCE (Households (000))					4,940		12,650									
TOTAL AUDIENCE (%)					5.9		15.1									
Program					MAMA MALONE		CBS SATURDAY NIGHT MOVIE THE JAZZ SINGER(R)(SD)									
AVERAGE AUDIENCE (Households (000))					3,850		5,610									
AVERAGE AUDIENCE (%)					4.6		6.7	4.5*		5.9*		6.7*		7.7*		8.7*
SHARE OF AUDIENCE %					11		14	10 *		12 *		13 *		15 *		18 *
AVG. AUD. BY ¼ HR. %					4.8	4.3	4.4	4.7	5.8	6.0	6.8	6.6	7.5	8.0	8.7	8.7
NBC TV																
TOTAL AUDIENCE (Households (000))					10,060		10,640		9,970		8,800		10,480			
TOTAL AUDIENCE (%)					12.0		12.7		11.9		10.5		12.5			
Program					DIFF'RENT STROKES-SAT. (R)		SILVER SPOONS (R)(SD)		MAMA'S FAMILY (R)		PEOPLE ARE FUNNY (R)		ROUSTERS			
AVERAGE AUDIENCE (Households (000))					8,380		9,300		8,130		7,370		7,210			
AVERAGE AUDIENCE (%)					10.0		11.1		9.7		8.8		8.6	8.2*		9.0*
SHARE OF AUDIENCE %					23		24		20		17		17	16 *		18 *
AVG. AUD. BY ¼ HR. %					9.4	10.7	10.7	11.5	9.6	9.7	8.7	9.0	8.0	8.3	8.5	9.4

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000))					12,820				14,500				13,070			
TOTAL AUDIENCE (%)					15.3				17.3				15.6			
Program					T.J. HOOKER (R)(SD)				LOVE BOAT (R)(SD)				FANTASY ISLAND (R)			
AVERAGE AUDIENCE (Households (000))					8,970				10,810				9,970			
AVERAGE AUDIENCE (%)					10.7	9.7*		11.7*	12.9	12.3*		13.4*	11.9	11.1*		12.6*
SHARE OF AUDIENCE %					24	23 *		26 *	26	25 *		26 *	24	22 *		26 *
AVG. AUD. BY ¼ HR. %					9.2	10.2	11.3	12.1	12.0	12.6	13.2	13.6	11.0	11.3	12.4	12.8
CBS TV																
TOTAL AUDIENCE (Households (000))					5,450		16,090									
TOTAL AUDIENCE (%)					6.5		19.2									
Program					MAMA MALONE		CBS SATURDAY NIGHT MOVIE THE FRISCO KID(R)(SD)									
AVERAGE AUDIENCE (Households (000))					4,270		8,380									
AVERAGE AUDIENCE (%)					5.1		10.0	6.7*		9.7*		11.2*		11.0*		11.2*
SHARE OF AUDIENCE %					12		20	15 *		20 *		22 *		22 *		23 *
AVG. AUD. BY ¼ HR. %					5.3	4.9	6.2	7.3	9.4	10.0	11.0	11.3	11.0	10.9	11.1	11.3
NBC TV																
TOTAL AUDIENCE (Households (000))					10,390		10,310		9,720		9,720		8,970			
TOTAL AUDIENCE (%)					12.4		12.3		11.6		11.6		10.7			
Program	(1)				DIFF'RENT STROKES-SAT. (R)		SILVER SPOONS (R)(SD)		MAMA'S FAMILY (R)		NOT IN FRONT OF THE KIDS (SD)		ROUSTERS			
AVERAGE AUDIENCE (Households (000))					8,630		8,630		8,380		8,040		6,700			
AVERAGE AUDIENCE (%)		5.4*			10.3		10.3		10.0		9.6		8.0	8.2*		7.7*
SHARE OF AUDIENCE %		14 *			24		23		20		19		16	16 *		16 *
AVG. AUD. BY ¼ HR. %	5.6	5.3			9.6	11.0	10.3	10.3	9.4	10.6	9.6	9.6	8.2	8.1	8.1	7.4

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	40.2	41.5	42.0	42.5	42.0	43.7	45.5	46.9	47.4	48.9	50.5	51.4	50.8	50.7	49.5	48.1
WK. 2	40.0	41.0	40.7	41.3	41.9	42.7	44.8	46.4	47.8	50.5	51.1	52.1	50.2	49.9	48.8	47.8

U.S. TV Households: 83,800,000

(1)NBC MAJOR LEAGUE GAME-2,BALTIMORE VS N.Y.YANKEES & CHICAGO WHITE SOX VS OAKLAND,NBC,MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

EVE.SAT. JUNE 16, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JUNE 9, 1984

WEEK 1

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)		2,680 3.2															
ABC TV program		ABC WEEKEND REPORT-SAT.															
AVERAGE AUDIENCE (Households (000) & %)		2,600 3.1															
SHARE OF AUDIENCE	%	7															
AVG. AUD. BY ¼ HR.	%	3.1															
CBS TV TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE	%																
AVG. AUD. BY ¼ HR.	%																
NBC TV TOTAL AUDIENCE (Households (000) & %)				10,980 13.1													
NBC TV program				← SATURDAY NIGHT (11:30-12:49AM) (SUSTAINING 12:49-1:00AM) →													
AVERAGE AUDIENCE (Households (000) & %)				6,120 7.3	8.4*		7.1*		6.0*								
SHARE OF AUDIENCE	%			23	23 *		23 *		23 *								
AVG. AUD. BY ¼ HR.	%			8.6	8.1	7.6	6.6	6.0	5.9								

WEEK 2

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)		4,270 5.1															
ABC TV program		ABC WEEKEND REPORT-SAT.															
AVERAGE AUDIENCE (Households (000) & %)		4,190 5.0															
SHARE OF AUDIENCE	%	11															
AVG. AUD. BY ¼ HR.	%	5.0															
CBS TV TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE	%																
AVG. AUD. BY ¼ HR.	%																
NBC TV TOTAL AUDIENCE (Households (000) & %)				10,560 12.6													
NBC TV program				← SATURDAY NIGHT (11:30-12:47AM) (SUSTAINING 12:47-1:00AM) →													
AVERAGE AUDIENCE (Households (000) & %)				5,870 7.0	8.0*		6.9*		5.3*								
SHARE OF AUDIENCE	%			21	21 *		21 *		19 *								
AVG. AUD. BY ¼ HR.	%			8.1	7.9	7.5	6.3	5.4	4.9								

TV HOUSEHOLDS USING TV (See Def. 1)		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
	WK. 1	46.2	43.9	38.5	35.6	32.3	30.0	27.1	24.3	21.2	19.0	16.6	15.2	13.4	11.8	10.4	9.6
	WK. 2	45.8	42.8	39.5	36.9	33.7	31.2	28.0	24.9	22.2	21.2	18.5	16.5	14.4	13.0	11.4	10.1

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JUNE 10, 1984

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	13,990 16.7								11,480 13.7				8,040 9.6			
ABC TV program	ABC MOVIE SPECIAL-SUN. THE BAD NEWS BEARS GO TO JAPAN(R) (SD)								HARDCASTLE & MCCORMICK (R)(SD)				U.S. OLYMPIC TRIALS-SUN.			
AVERAGE AUDIENCE (Households (000) & %)	6,790 8.1	6.9*		7.5*		8.6*		9.5*	8,130 9.7	9.3*		10.2*	5,450 6.5	6.6*		6.4*
SHARE OF AUDIENCE %	17	16 *		16 *		18 *		19 *	17	17 *		17 *	12	12 *		12 *
AVG. AUD. BY ¼ HR. %	6.8	7.0	7.4	7.6	8.8	8.5	9.4	9.6	8.8	9.7	10.6	9.8	6.8	6.4	6.5	6.3
CBS TV TOTAL AUDIENCE (Households (000) & %)	18,020 21.5				11,310 13.5		10,060 12.0		14,410 17.2		15,670 18.7		17,930 21.4			
CBS TV program	60 MINUTES				AFTERMASH (R)		FOUR SEASONS (SD)		JEFFERSONS (R)		ALICE (R)		TRAPPER JOHN, M.D. (R)			
AVERAGE AUDIENCE (Households (000) & %)	13,490 16.1	15.0*		17.3*	9,390 11.2		8,800 10.5		12,150 14.5		13,320 15.9		13,910 16.6	16.3*		16.9*
SHARE OF AUDIENCE %	36	34 *		38 *	23		21		26		27		30	29 *		31 *
AVG. AUD. BY ¼ HR. %	14.0	15.9	17.5	17.0	11.2	11.2	10.4	10.7	13.6	15.4	15.4	16.3	15.8	16.8	17.1	16.8
NBC TV TOTAL AUDIENCE (Households (000) & %)	4,440 5.3				13,990 16.7				20,870 24.9							
NBC TV program	FATHER MURPHY (R)				KNIGHT RIDER (R)(SD)				NBC SUNDAY NIGHT MOVIE JOE DANCER(R) (SD)							
AVERAGE AUDIENCE (Households (000) & %)	3,100 3.7	3.4*		4.0*	9,640 11.5	10.4*		12.6*	12,740 15.2	13.8*		14.5*		16.2*		16.2*
SHARE OF AUDIENCE %	8	8 *		9 *	23	22 *		25 *	27	25 *		25 *		29 *		30 *
AVG. AUD. BY ¼ HR. %	3.2	3.5	3.7	4.3	9.7	11.0	12.0	13.2	13.7	13.9	14.4	14.6	15.8	16.6	16.7	15.8

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	9,890 11.8				13,240 15.8				22,290 26.6							
ABC TV program	RIPLEY'S BELIEVE IT-NOT (R)				HARDCASTLE & MCCORMICK (R)(SD)				ABC SUNDAY NIGHT MOVIE THE BIG FIX (SD)							
AVERAGE AUDIENCE (Households (000) & %)	6,620 7.9	7.7*		8.2*	9,390 11.2	10.2*		12.3*	12,650 15.1	14.7*		15.3*		15.0*		15.4*
SHARE OF AUDIENCE %	17	17 *		17 *	22	21 *		23 *	27	26 *		27 *		27 *		28 *
AVG. AUD. BY ¼ HR. %	7.4	8.1	8.4	8.0	9.6	10.7	11.9	12.6	14.4	15.0	15.3	15.3	14.9	15.2	15.2	15.6
CBS TV TOTAL AUDIENCE (Households (000) & %)	18,020 21.5				10,560 12.6		9,550 11.4		14,160 16.9		15,670 18.7		18,690 22.3			
CBS TV program	60 MINUTES				AFTERMASH (R)		FOUR SEASONS (SD)		JEFFERSONS (R)		ALICE (R)		TRAPPER JOHN, M.D. (R)			
AVERAGE AUDIENCE (Households (000) & %)	13,580 16.2	15.6*		16.8*	8,880 10.6		7,960 9.5		12,070 14.4		13,580 16.2		14,330 17.1	16.8*		17.4*
SHARE OF AUDIENCE %	35	35 *		36 *	22		18		26		28		31	30 *		32 *
AVG. AUD. BY ¼ HR. %	14.9	16.3	17.1	16.4	10.6	10.6	9.3	9.8	13.3	15.5	15.8	16.7	16.6	17.1	17.3	17.4
NBC TV TOTAL AUDIENCE (Households (000) & %)	5,030 6.0				12,570 15.0				15,250 18.2							
NBC TV program	FATHER MURPHY (R)				KNIGHT RIDER (R)(SD)				NBC SUNDAY NIGHT MOVIE FAMILY REUNION(R)							
AVERAGE AUDIENCE (Households (000) & %)	3,180 3.8	3.5*		4.1*	9,220 11.0	9.9*		12.0*	8,800 10.5	10.1*		10.3*		10.8*		10.8*
SHARE OF AUDIENCE %	8	8 *		9 *	22	20 *		23 *	19	18 *		18 *		20 *		20 *
AVG. AUD. BY ¼ HR. %	3.6	3.4	3.8	4.4	9.4	10.5	11.7	12.3	10.0	10.1	10.1	10.6	11.1	10.6	10.9	10.6
TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	43.0	44.2	45.3	46.4	47.1	48.7	50.2	52.3	54.0	56.6	58.0	58.7	56.4	56.9	55.9	53.1
TV HOUSEHOLDS USING TV (See Def. 1) WK. 2	44.1	45.1	46.5	47.5	48.1	49.9	51.5	53.3	54.9	57.1	57.7	57.3	55.2	55.0	54.9	53.5

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.SUN. JUNE 17, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JUNE 10, 1984

WEEK 1

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)		3,100 3.7															
		ABC WEEKEND REPORT-SUN.															
AVERAGE AUDIENCE (Households (000) & %)		2,850 3.4															
SHARE OF AUDIENCE	%	8															
AVG. AUD. BY ¼ HR.	%	3.4															
CBS TV TOTAL AUDIENCE (Households (000) & %)		4,780 5.7															
		CBS SUNDAY NEWS-OSGOOD															
AVERAGE AUDIENCE (Households (000) & %)		4,610 5.5															
SHARE OF AUDIENCE	%	12															
AVG. AUD. BY ¼ HR.	%	5.5															
NBC TV TOTAL AUDIENCE (Households (000) & %)				2,600 3.1													
				NBC LATE NIGHT MOVIE — MORE AMERICAN GRAFFITI (11:30-12:55AM) (SUSTAINING 12:55-1:34AM)													
AVERAGE AUDIENCE (Households (000) & %)				1,340 1.6	2.3*		1.3*		1.1*								
SHARE OF AUDIENCE	%			6	7 *		5 *		6 *								
AVG. AUD. BY ¼ HR.	%			2.5	2.0	1.4	1.2	1.1	1.1								

WEEK 2

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)		3,850 4.6															
		ABC WEEKEND REPORT-SUN.															
AVERAGE AUDIENCE (Households (000) & %)		3,690 4.4															
SHARE OF AUDIENCE	%	10															
AVG. AUD. BY ¼ HR.	%	4.4															
CBS TV TOTAL AUDIENCE (Households (000) & %)		5,780 6.9															
		CBS SUNDAY NEWS-OSGOOD															
AVERAGE AUDIENCE (Households (000) & %)		5,450 6.5															
SHARE OF AUDIENCE	%	14															
AVG. AUD. BY ¼ HR.	%	6.5															
NBC TV TOTAL AUDIENCE (Households (000) & %)				3,180 3.8													
				NBC LATE NIGHT MOVIE — THE OMEN (11:30-12:48AM) (SUSTAINING 12:48-1:30AM)													
AVERAGE AUDIENCE (Households (000) & %)				1,840 2.2	2.4*		2.2*		1.7*								
SHARE OF AUDIENCE	%			8	7 *		8 *		8 *								
AVG. AUD. BY ¼ HR.	%			2.4	2.4	2.3	2.1	1.7	1.5								

TV HOUSEHOLDS USING TV (See Def. 1)		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
	WK. 1	47.3	41.0	33.5	28.6	25.3	23.5	20.6	18.6	15.9	14.3	12.4	10.6	9.2	8.0	7.2	6.0
	WK. 2	47.8	43.0	36.1	32.2	28.3	25.1	21.4	19.3	16.7	14.2	11.8	10.1	8.6	8.2	7.3	6.6

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.SUN. JUNE 17, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUNE 4-8, 1984

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)			5,030 6.0				5,360 6.4									
ABC TV program	← GOOD MORNING, AMERICA-730 →	(CO-OP)	(PARTICIPATING)		← GOOD MORNING, AMERICA-830 →	(CO-OP) (MTUTHF) (SUS-OP)	(PARTICIPATING)(S)(OP) (MTUTHF) (S)(OP)									
AVERAGE AUDIENCE (Households (000) & %)			4,020 4.8				4,530 5.4									
SHARE OF AUDIENCE %			27				24									
AVG. AUD. BY ¼ HR. %			4.7	4.8			5.5	5.2								
CBS TV TOTAL AUDIENCE (Households (000) & %)			3,270 3.9				3,520 4.2						4,690 5.6		5,030 6.0	
CBS TV program			CBS MORNING NEWS 1				CBS MORNING NEWS 2						$25,000 PYRAMID		PRESS YOUR LUCK	
AVERAGE AUDIENCE (Households (000) & %)			2,600 3.1				2,770 3.3						3,770 4.5		4,190 5.0	
SHARE OF AUDIENCE %			17				15						19		21	
AVG. AUD. BY ¼ HR. %			3.0	3.1			3.2	3.4					4.2	4.8	4.8	5.0
NBC TV TOTAL AUDIENCE (Households (000) & %)			3,850 4.6				4,270 5.1						4,690 5.6		4,530 5.4	
NBC TV program	← TODAY SHOW-7.30AM →	(CO-OP)	(PARTICIPATING)		← TODAY SHOW-8.30AM →	(CO-OP)	(PARTICIPATING)						FACTS OF LIFE M-F		SALE OF THE CENTURY	
AVERAGE AUDIENCE (Households (000) & %)			3,020 3.6				3,440 4.1						4,020 4.8		3,600 4.3	
SHARE OF AUDIENCE %			19				19						20		18	
AVG. AUD. BY ¼ HR. %			3.5	3.7			4.3	4.0					4.5	5.0	4.2	4.4

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)			4,610 5.5				4,690 5.6									
ABC TV program	← GOOD MORNING, AMERICA-730 →	(CO-OP)	(PARTICIPATING)		← GOOD MORNING, AMERICA-830 →	(CO-OP)	(PARTICIPATING)									
AVERAGE AUDIENCE (Households (000) & %)			3,690 4.4				3,850 4.6									
SHARE OF AUDIENCE %			24				21									
AVG. AUD. BY ¼ HR. %			4.3	4.4			4.6	4.7								
CBS TV TOTAL AUDIENCE (Households (000) & %)			3,440 4.1				3,350 4.0						4,860 5.8		5,280 6.3	
CBS TV program			CBS MORNING NEWS 1				CBS MORNING NEWS 2						$25,000 PYRAMID		PRESS YOUR LUCK	
AVERAGE AUDIENCE (Households (000) & %)			2,770 3.3				2,680 3.2						4,020 4.8		4,360 5.2	
SHARE OF AUDIENCE %			18				15						21		21	
AVG. AUD. BY ¼ HR. %			3.2	3.4			3.2	3.3					4.5	5.1	5.1	5.3
NBC TV TOTAL AUDIENCE (Households (000) & %)			3,850 4.6				3,940 4.7						5,110 6.1		5,280 6.3	
NBC TV program	← TODAY SHOW-7.30AM →	(CO-OP)	(PARTICIPATING)		← TODAY SHOW-8.30AM →	(CO-OP)	(PARTICIPATING)						FACTS OF LIFE M-F		SALE OF THE CENTURY	
AVERAGE AUDIENCE (Households (000) & %)			3,020 3.6				3,100 3.7						4,110 4.9		4,360 5.2	
SHARE OF AUDIENCE %			20				17						21		21	
AVG. AUD. BY ¼ HR. %			3.7	3.5			3.7	3.7					4.7	5.2	5.0	5.3

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	11.7	13.3	15.0	16.8	18.2	19.8	20.9	20.9	21.3	22.5	22.5	22.5	22.8	23.6	23.8	24.0
WK. 2	11.3	12.8	14.6	16.5	17.8	19.4	20.4	20.7	21.1	21.9	22.1	22.5	22.7	23.6	24.0	24.4

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. JUNE 11-15, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUNE 4-8, 1984

WEEK 1

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000))	3,690				3,940		4,440		9,130				7,790			
	TOTAL AUDIENCE (%)	4.4				4.7		5.3		10.9				9.3			
	Program	BENSON DAYTIME (MTUTHF)(OP)		LOVING >(S)(OP)		FAMILY FEUD (MTUTHF) (S)(OP)		RYAN'S HOPE		← ALL MY CHILDREN →				← ONE LIFE TO LIVE (SD) →			
	AVERAGE AUDIENCE (Households (000))	3,100				3,270		3,690		7,040				5,780			
	AVERAGE AUDIENCE (%)	3.7				3.9		4.4		8.4	8.1*		8.8*	6.9	7.0*		6.8*
	SHARE OF AUDIENCE %	16				15		16		28	27 *		29 *	25	25 *		25 *
	AVG. AUD. BY ¼ HR. %	3.6	3.8	3.5	3.7	3.7	4.1	4.2	4.7	7.6	8.5	9.1	8.7	7.1	6.9	6.8	6.8
CBS TV	TOTAL AUDIENCE (Households (000))	6,450		8,880				9,640				7,960				5,870	
	TOTAL AUDIENCE (%)	7.7		10.6				11.5				9.5				7.0	
	Program	PRICE IS RIGHT-1		PRICE IS RIGHT-2 (SD)				← YOUNG AND THE RESTLESS →				← AS THE WORLD TURNS →				CAPITOL	
	AVERAGE AUDIENCE (Households (000))	5,530		7,540				7,210				6,200				5,280	
	AVERAGE AUDIENCE (%)	6.6		9.0				8.6	8.6*		8.6*	7.4	7.3*		7.5*	6.3	
	SHARE OF AUDIENCE %	28		37				32	33 *		31 *	25	24 *		27 *	23	
	AVG. AUD. BY ¼ HR. %	6.3	6.9	8.7	9.2			8.5	8.7	8.6	8.7	7.2	7.4	7.5	7.4	6.1	6.4
NBC TV	TOTAL AUDIENCE (Households (000))	7,210		4,610		3,180		3,020		7,630				6,120			
	TOTAL AUDIENCE (%)	8.6		5.5		3.8		3.6		9.1				7.3			
	Program	WHEEL OF FORTUNE		DREAM HOUSE		HOT POTATO		SEARCH FOR TOMORROW		← DAYS OF OUR LIVES > →				← ANOTHER WORLD (SD) →			
	AVERAGE AUDIENCE (Households (000))	6,030		3,940		2,770		2,680		5,950				4,690			
	AVERAGE AUDIENCE (%)	7.2		4.7		3.3		3.2		7.1	6.8*		7.3*	5.6	5.7*		5.5*
	SHARE OF AUDIENCE %	30		19		13		12		24	23 *		24 *	20	20 *		20 *
	AVG. AUD. BY ¼ HR. %	7.2	7.1	4.6	4.8	3.3	3.3	3.2	3.3	6.6	6.9	7.3	7.3	5.8	5.6	5.5	5.4

WEEK 2

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000))	3,850		3,770		4,270		4,440		8,970				7,290			
	TOTAL AUDIENCE (%)	4.6		4.5		5.1		5.3		10.7				8.7			
	Program	BENSON DAYTIME		LOVING		FAMILY FEUD		RYAN'S HOPE		← ALL MY CHILDREN →				← ONE LIFE TO LIVE (SD) →			
	AVERAGE AUDIENCE (Households (000))	3,180		3,180		3,440		3,690		6,700				5,530			
	AVERAGE AUDIENCE (%)	3.8		3.8		4.1		4.4		8.0	7.6*		8.4*	6.6	6.7*		6.6*
	SHARE OF AUDIENCE %	15		15		15		16		26	25 *		27 *	23	23 *		23 *
	AVG. AUD. BY ¼ HR. %	3.6	4.0	3.8	3.8	3.9	4.5	4.2	4.6	7.2	8.1	8.5	8.3	6.8	6.5	6.5	6.7
CBS TV	TOTAL AUDIENCE (Households (000))	6,960		9,390				9,640				8,460				6,870	
	TOTAL AUDIENCE (%)	8.3		11.2				11.5				10.1				8.2	
	Program	PRICE IS RIGHT-1		PRICE IS RIGHT-2 (SD)				← YOUNG AND THE RESTLESS →				← AS THE WORLD TURNS →				CAPITOL	
	AVERAGE AUDIENCE (Households (000))	5,870		7,790				7,290				6,620				6,290	
	AVERAGE AUDIENCE (%)	7.0		9.3				8.7	8.4*		9.0*	7.9	7.7*		8.2*	7.5	
	SHARE OF AUDIENCE %	28		37				31	31 *		31 *	26	25 *		28 *	26	
	AVG. AUD. BY ¼ HR. %	6.5	7.4	9.2	9.3			8.2	8.6	9.0	9.0	7.6	7.8	8.2	8.1	7.3	7.7
NBC TV	TOTAL AUDIENCE (Households (000))	7,210		4,610		3,020		3,180		7,710				6,030			
	TOTAL AUDIENCE (%)	8.6		5.5		3.6		3.8		9.2				7.2			
	Program	WHEEL OF FORTUNE		DREAM HOUSE		HOT POTATO		SEARCH FOR TOMORROW		← DAYS OF OUR LIVES →				← ANOTHER WORLD (SD) →			
	AVERAGE AUDIENCE (Households (000))	6,290		3,850		2,600		2,680		5,950				4,530			
	AVERAGE AUDIENCE (%)	7.5		4.6		3.1		3.2		7.1	6.7*		7.4*	5.4	5.4*		5.3*
	SHARE OF AUDIENCE %	30		18		12		11		23	22 *		24 *	19	19 *		19 *
	AVG. AUD. BY ¼ HR. %	7.4	7.5	4.6	4.6	2.9	3.2	3.1	3.3	6.4	7.0	7.4	7.4	5.6	5.2	5.3	5.3
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	23.8	24.2	24.5	25.2	26.1	27.3	27.4	27.9	28.7	29.6	29.7	29.5	28.0	28.1	27.0	27.6
	WK. 2	24.5	25.3	25.2	25.7	26.9	28.5	28.5	29.4	30.0	30.8	30.3	30.3	29.1	28.9	28.4	29.0

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. JUNE 11-15, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUNE 4-8, 1984

WEEK 1

Network	Measure	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	8,460 10.1				2,770 3.3										8,040 9.6	
	Program	← GENERAL HOSPITAL →				EDGE OF NIGHT										ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	6,370 7.6	7.4*		7.9*	2,430 2.9										6,870 8.2	
	SHARE OF AUDIENCE %	26	26 *		26 *	10										18	
	AVG. AUD. BY ¼ HR. %	7.2	7.5	7.9	8.0	3.0	2.9									8.1	8.3
CBS TV	TOTAL AUDIENCE (Households (000) & %)	8,040 9.6				2,930 3.5										10,060 12.0	
	Program	← GUIDING LIGHT (SD) →				BODY LANGUAGE										CBS EVENING NEWS-RATHER	
	AVERAGE AUDIENCE (Households (000) & %)	6,620 7.9	7.9*		7.9*	2,350 2.8										8,550 10.2	
	SHARE OF AUDIENCE %	27	28 *		26 *	9										23	
	AVG. AUD. BY ¼ HR. %	7.8	8.1	8.0	7.8	2.8	2.7									10.3	10.2
NBC TV	TOTAL AUDIENCE (Households (000) & %)	4,530 5.4														8,880 10.6	
	Program	← MATCH GM/HOLLYWOOD SQS HR →														NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	3,020 3.6	3.3*		3.9*											7,460 8.9	
	SHARE OF AUDIENCE %	12	12 *		13 *											20	
	AVG. AUD. BY ¼ HR. %	3.1	3.5	3.8	4.0											8.7	9.1

WEEK 2

Network	Measure	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	8,800 10.5				2,510 3.0										8,130 9.7	
	Program	← GENERAL HOSPITAL →				EDGE OF NIGHT										ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	6,700 8.0	7.9*		8.1*	2,100 2.5										6,870 8.2	
	SHARE OF AUDIENCE %	26	26 *		25 *	8										18	
	AVG. AUD. BY ¼ HR. %	7.7	8.0	8.2	8.0	2.6	2.5									8.1	8.3
CBS TV	TOTAL AUDIENCE (Households (000) & %)	8,380 10.0				3,100 3.7										9,550 11.4	
	Program	← GUIDING LIGHT (SD) →				BODY LANGUAGE		← (S)(OP) →								CBS EVENING NEWS-RATHER	
	AVERAGE AUDIENCE (Households (000) & %)	6,790 8.1	8.1*		8.1*	2,510 3.0										8,380 10.0	
	SHARE OF AUDIENCE %	26	27 *		25 *	10										23	
	AVG. AUD. BY ¼ HR. %	8.1	8.0	8.1	8.0	2.9	3.1									9.9	10.0
NBC TV	TOTAL AUDIENCE (Households (000) & %)	4,780 5.7														8,800 10.5	
	Program	← MATCH GM/HOLLYWOOD SQS HR →														NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	3,180 3.8	3.6*		4.1*											7,540 9.0	
	SHARE OF AUDIENCE %	12	12 *		13 *											20	
	AVG. AUD. BY ¼ HR. %	3.4	3.7	4.0	4.2											8.6	9.3

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK. 1	28.6	29.9	30.3	30.9	29.7	30.7	31.7	33.2	34.1	35.8	37.3	39.4	42.4	44.2	44.8	45.4
WK. 2	29.8	31.0	31.7	32.1	30.7	31.6	31.9	33.1	34.8	36.7	38.2	40.1	42.4	44.2	44.4	44.9

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. JUNE 11-15, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JUNE 9, 1984

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					2,350		2,510		3,850		3,600		4,690		4,190	
TOTAL AUDIENCE (%)					2.8		3.0		4.6		4.3		5.6		5.0	
Program					MONCHHICHIS (SD)		RASCALS/RICHIE RICH		NEW SCOOBY & SCRAPPY DOO		PAC-MAN		RUBIK, THE AMAZING CUBE (SD)		LITTLES	
AVERAGE AUDIENCE (Households (000))					1,760		2,100		3,020		3,100		3,850		3,350	
AVERAGE AUDIENCE (%)					2.1		2.5		3.6		3.7		4.6		4.0	
SHARE OF AUDIENCE %					17		16		19		18		20		16	
AVG. AUD. BY ¼ HR. %					1.9	2.3	2.4	2.6	3.1	4.0	3.6	3.8	4.7	4.6	3.9	4.1
CBS TV TOTAL AUDIENCE (Households (000))	1,680				2,510		4,190				4,440		3,440		4,270	
TOTAL AUDIENCE (%)	2.0				3.0		5.0				5.3		4.1		5.1	
Program	← CAPTAIN KANGAROO-SAT →				CHARLIE BROWN&SNOOPY SHOW (SD)		← SATURDAY SUPERCADE →				DUNGEONS AND DRAGONS (SD)		TARZAN LORD OF-JUNGLE (SD)		BUGS BUNNY/ROAD RUNNER 1	
AVERAGE AUDIENCE (Households (000))	840				1,930		2,680				3,440		2,930		3,600	
AVERAGE AUDIENCE (%)	1.0	.8*		1.2*	2.3		3.2	2.7*		3.7*	4.1		3.5		4.3	
SHARE OF AUDIENCE %	14	13 *		14 *	18		18	17 *		19 *	20		16		17	
AVG. AUD. BY ¼ HR. %	.8	.8	1.0	1.4	2.1	2.4	2.5	3.0	3.7	3.8	4.0	4.2	3.3	3.7	4.3	4.3
NBC TV TOTAL AUDIENCE (Households (000))					2,510		3,350		4,690		5,780		6,370		7,290	
TOTAL AUDIENCE (%)					3.0		4.0		5.6		6.9		7.6		8.7	
Program					FLINTSTONE FUNNIES (SD)		SHIRT TALES (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
AVERAGE AUDIENCE (Households (000))					2,010		2,850		3,940		4,860		5,530		6,120	
AVERAGE AUDIENCE (%)					2.4		3.4		4.7		5.8		6.6		7.3	
SHARE OF AUDIENCE %					19		22		24		28		29		29	
AVG. AUD. BY ¼ HR. %					2.1	2.8	3.5	3.4	4.4	5.0	5.6	6.1	6.6	6.6	7.2	7.5

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					2,600		3,350		4,190		4,270		4,860		4,530	
TOTAL AUDIENCE (%)					3.1		4.0		5.0		5.1		5.8		5.4	
Program					MONCHHICHIS (SD)		RASCALS/RICHIE RICH		NEW SCOOBY & SCRAPPY DOO		PAC-MAN		RUBIK, THE AMAZING CUBE (SD)		LITTLES	
AVERAGE AUDIENCE (Households (000))					2,180		2,680		3,520		3,520		4,190		3,940	
AVERAGE AUDIENCE (%)					2.6		3.2		4.2		4.2		5.0		4.7	
SHARE OF AUDIENCE %					24		21		22		19		21		20	
AVG. AUD. BY ¼ HR. %					2.4	2.9	3.0	3.4	4.1	4.4	4.2	4.2	4.9	5.1	4.7	4.7
CBS TV TOTAL AUDIENCE (Households (000))	1,090				1,590		4,530				4,610		3,690		4,360	
TOTAL AUDIENCE (%)	1.3				1.9		5.4				5.5		4.4		5.2	
Program	← CAPTAIN KANGAROO-SAT →				CHARLIE BROWN&SNOOPY SHOW (SD)		← SATURDAY SUPERCADE →				DUNGEONS AND DRAGONS (SD)		TARZAN LORD OF-JUNGLE (SD)		BUGS BUNNY/ROAD RUNNER 1	
AVERAGE AUDIENCE (Households (000))	590				1,090		2,600				3,850		3,020		3,440	
AVERAGE AUDIENCE (%)	.7	.6*		.7*	1.3		3.1	2.5*		3.6*	4.6		3.6		4.1	
SHARE OF AUDIENCE %	10	11 *		9 *	12		18	17 *		19 *	21		15		17	
AVG. AUD. BY ¼ HR. %	.7	.6	.7	.8	1.0	1.6	2.2	2.8	3.5	3.8	4.4	4.7	3.5	3.8	4.1	4.0
NBC TV TOTAL AUDIENCE (Households (000))					2,100		2,930		4,940		6,290		7,040		6,540	
TOTAL AUDIENCE (%)					2.5		3.5		5.9		7.5		8.4		7.8	
Program					FLINTSTONE FUNNIES (SD)		SHIRT TALES (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
AVERAGE AUDIENCE (Households (000))					1,590		2,430		3,940		5,360		6,120		5,610	
AVERAGE AUDIENCE (%)					1.9		2.9		4.7		6.4		7.3		6.7	
SHARE OF AUDIENCE %					17		19		25		29		31		28	
AVG. AUD. BY ¼ HR. %					1.7	2.2	2.8	3.1	4.1	5.3	6.1	6.6	7.3	7.3	6.6	6.9

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	7.0	8.4	9.0	11.2	13.3	15.4	16.1	17.3	19.1	20.5	20.9	22.0	22.5	23.5	25.0	25.8
WK. 2	6.4	7.8	8.9	10.1	11.4	13.1	14.8	16.6	18.4	20.2	21.4	22.4	23.1	24.2	24.5	24.8

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SAT. JUNE 16, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JUNE 9, 1984

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)	4,690 5.6		4,860 5.8		4,190 5.0		5,870 7.0								6,030 7.2	
Program	PUPPY-FURTHER ADVENTURES		BEST OF SCOOBY DOO (SD)		ABC WEEKEND SPECIALS THE BIG HEX OF LITTLE LULU(R)		← AMERICAN BANDSTAND →								PRO BOWLERS SPRING TOUR (2:30-4:00PM)	
AVERAGE AUDIENCE (Households (000) & %)	3,940 4.7		4,110 4.9		3,520 4.2		3,350 4.0	3.7*		4.3*					3,180 3.8	3.4*
SHARE OF AUDIENCE %	18		19		15		14	13 *		16 *					13	12 *
AVG. AUD. BY ¼ HR. %	4.5	4.9	4.8	5.0	4.0	4.4	3.7	3.6	4.3	4.3					3.2	3.6
CBS TV																
TOTAL AUDIENCE (Households (000) & %)	4,940 5.9		4,530 5.4		3,520 4.2		3,940 4.7		2,850 3.4		2,350 2.8					
Program	BUGS BUNNY/ROAD RUNNER 2		BUGS BUNNY/ROAD RUNNER 3 (SD)		BISKITTS (SD)		BENJI, ZAX & THE-PRINCE (SD)		NEW FAT ALBERT SHOW (SD)		CBS CHILDREN'S FILM FEST. THE TRUMPET AND I					
AVERAGE AUDIENCE (Households (000) & %)	4,020 4.8		3,520 4.2		2,930 3.5		3,350 4.0		2,180 2.6		1,760 2.1					
SHARE OF AUDIENCE %	19		16		13		14		10		8					
AVG. AUD. BY ¼ HR. %	5.0	4.7	4.3	4.0	3.5	3.5	3.9	4.0	2.6	2.6	2.1	2.1				
NBC TV																
TOTAL AUDIENCE (Households (000) & %)	6,200 7.4		4,610 5.5		4,610 5.5		3,850 4.6		8,550 10.2							
Program	MR. T		SPIDERMAN/HULK 1		SPIDERMAN/HULK 2 (SD)		THUNDARR		← FRENCH OPEN TENNIS-SAT →							
AVERAGE AUDIENCE (Households (000) & %)	5,030 6.0		3,770 4.5		4,020 4.8		3,350 4.0		3,600 4.3	4.2*		4.4*		4.4*		4.1*
SHARE OF AUDIENCE %	23		18		17		14		16	16 *		16 *		16 *		14 *
AVG. AUD. BY ¼ HR. %	6.2	5.7	4.2	4.8	4.9	4.8	3.8	4.2	4.5	3.9	4.5	4.4	4.5	4.3	4.3	3.9

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)	4,530 5.4		4,690 5.6		4,110 4.9		5,360 6.4						2,350 2.8		12,400 14.8	
Program	PUPPY-FURTHER ADVENTURES		BEST OF SCOOBY DOO (SD)		ABC WEEKEND SPECIALS THE JOKES ON MR. LITTLE(R)		← AMERICAN BANDSTAND →						SPORTSBEAT		U.S. OPEN GOLF-SAT. (2:30-6:30PM)	
AVERAGE AUDIENCE (Households (000) & %)	3,600 4.3		3,850 4.6		3,520 4.2		3,100 3.7	3.3*		4.1*			1,760 2.1		4,610 5.5	4.8*
SHARE OF AUDIENCE %	17		17		16		14	12 *		15 *			7		17	16 *
AVG. AUD. BY ¼ HR. %	4.0	4.5	4.5	4.6	4.2	4.2	3.3	3.3	4.0	4.2			2.2	2.0	4.6	5.1
CBS TV																
TOTAL AUDIENCE (Households (000) & %)	6,370 7.6		6,870 8.2		4,360 5.2		3,690 4.4		3,440 4.1		2,680 3.2					
Program	BUGS BUNNY/ROAD RUNNER 2		BUGS BUNNY/ROAD RUNNER 3 (SD)		BISKITTS (SD)		BENJI, ZAX & THE-PRINCE (SD)		NEW FAT ALBERT SHOW (SD)		CBS CHILDREN'S FILM FEST. BEWARE THE JABBERWOCK					
AVERAGE AUDIENCE (Households (000) & %)	5,110 6.1		5,360 6.4		3,520 4.2		3,100 3.7		2,850 3.4		2,180 2.6					
SHARE OF AUDIENCE %	24		24		16		14		13		10					
AVG. AUD. BY ¼ HR. %	5.8	6.3	6.7	6.2	4.3	4.1	3.7	3.6	3.5	3.4	2.7	2.5				
NBC TV																
TOTAL AUDIENCE (Households (000) & %)	5,610 6.7		4,360 5.2		4,940 5.9		3,440 4.1		4,530 5.4	12,230 14.6						
Program	MR. T		SPIDERMAN/HULK 1		SPIDERMAN/HULK 2 (SD)		THUNDARR		(1) (+OP)	← NBC MAJOR LEAGUE BASEBALL → PHILADELPHIA VS CHICAGO PITTSBURGH VS MONTREAL MULTI-SEGMENT TELECAST (OP)						
AVERAGE AUDIENCE (Households (000) & %)	4,860 5.8		3,850 4.6		4,270 5.1		2,770 3.3		4,270 5.1	5,110 6.1		5.7*		5.6*		6.5*
SHARE OF AUDIENCE %	23		17		19		13		21	22		22 *		21 *		22 *
AVG. AUD. BY ¼ HR. %	5.8	5.9	4.5	4.7	5.3	4.9	3.2	3.4	5.1	5.0	5.8	5.6	5.5	5.7	6.4	6.6

TV HOUSEHOLDS USING TV (See Def. 1)		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
	WK. 1	26.6	26.5	25.7	26.5	27.4	27.8	27.8	28.3	27.4	27.3	27.0	27.9	28.2	28.4	28.3	29.0
	WK. 2	25.3	26.3	27.0	27.1	27.4	27.2	26.2	26.4	25.9	26.3	26.2	26.4	26.6	27.7	28.8	29.3

U.S. TV Households: 83,800,000

(1)NBC MAJOR LEAGUE PRE GAME,NBC,(1:00-1:17PM)

For explanation of symbols, See page A.

DAY SAT. JUNE 16, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JUNE 9, 1984

WEEK 1

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)						5,110 6.1				7,710 9.2							
ABC TV programs		← PRO BOWLERS SPRING TOUR (2:30-4:00PM) →				U.S. OLYMPIC TRIALS-SAT. (4:00-5:02PM) (→OP)				← ABC WIDE WORLD-SPORTS SAT (5:02-6:30PM) (OP) →							
AVERAGE AUDIENCE (Households (000) & %)			3.8*		4.1*	3,180 3.8	3.6*		4.0*	3,270 3.9	3.6*		3.7*		4.4*		
SHARE OF AUDIENCE	%		13 *		13 *	12	12 *		13 *	11	11 *		10 *		12 *		
AVG. AUD. BY ¼ HR.	%	3.7	3.9	4.0	4.1	3.5	3.7	4.0	4.1	3.6	3.6	3.6	3.7	4.1	4.7		
CBS TV TOTAL AUDIENCE (Households (000) & %)		5,110 6.1						7,880 9.4								8,300 9.9	
CBS TV programs		← WESTCHESTER CLASSIC-SAT →						← BELMONT STAKES (4:30-5:58PM) →								CBS SAT. NEWS-SCHIEFFER	
AVERAGE AUDIENCE (Households (000) & %)		2,180 2.6	2.6*		2.4*		2.7*	4,190 5.0	3.6*		5.2*		6.3*			6,790 8.1	
SHARE OF AUDIENCE	%	8	9 *		8 *		9 *	15	11 *		16 *		18 *			20	
AVG. AUD. BY ¼ HR.	%	2.6	2.7	2.4	2.4	2.8	2.6	3.2	3.9	4.7	5.7	7.0	5.5			7.8	8.4
NBC TV TOTAL AUDIENCE (Households (000) & %)		5,780 6.9 (1) (→OP)	16,840 20.1													6,290 7.5	
NBC TV programs			← NBC MAJOR LEAGUE BASEBALL ATLANTA VS LOS ANGELES DETROIT VS BALTIMORE MULTI-SEGMENT TELECAST (OP) →													NBC NIGHTLY NEWS-SAT.	
AVERAGE AUDIENCE (Households (000) & %)		5,530 6.6	7,790 9.3		8.8*		9.4*		9.3*		9.9*		9.7*	10.0*		5,700 6.8	
SHARE OF AUDIENCE	%	23	29		28 *		30 *		29 *		30 *		28 *	28 *		17	
AVG. AUD. BY ¼ HR.	%	6.6	7.4	8.6	9.0	9.2	9.7	9.4	9.2	9.9	9.9	9.5	10.0	10.3		6.9	6.6

WEEK 2

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)																	
ABC TV programs		U.S. OPEN GOLF-SAT. (2:30-6:30PM) →															
AVERAGE AUDIENCE (Households (000) & %)			5.4*		5.0*		4.9*		5.7*		5.7*		6.2*		5.9*		
SHARE OF AUDIENCE	%		18 *		17 *		16 *		18 *		18 *		18 *		16 *		
AVG. AUD. BY ¼ HR.	%	5.6	5.2	5.1	5.0	5.0	4.8	5.7	5.6	5.7	5.6	6.3	6.2	6.1	5.8		
CBS TV TOTAL AUDIENCE (Households (000) & %)								6,370 7.6								7,710 9.2	
CBS TV programs								← CBS SPORTS SPECIAL SAT. (4:30-5:59PM) →								CBS SAT. NEWS-SCHIEFFER	
AVERAGE AUDIENCE (Households (000) & %)								3,270 3.9	3.4*		4.0*		4.2*			6,200 7.4	
SHARE OF AUDIENCE	%							12	11 *		12 *		12 *			19	
AVG. AUD. BY ¼ HR.	%							3.3	3.6	3.9	4.0	4.2	4.2			7.3	7.5
NBC TV TOTAL AUDIENCE (Households (000) & %)						15,420 18.4											
NBC TV programs		NBC MAJOR LEAGUE BASEBALL PHILADELPHIA VS CHICAGO CUBS PITTSBURGH VS MONTREAL MULTI-SEGMENT TELECAST →				← NBC MAJOR LEAGUE GAME-2 BALTIMORE VS N.Y.YANKEES CHICAGO WHITE SOX VS OAKLAND MULTI-SEGMENT TELECAST											
AVERAGE AUDIENCE (Households (000) & %)			6.2*		6.7*	6,120 7.3	6.4*		7.7*		7.7*		7.2*		6.7*		7.4*
SHARE OF AUDIENCE	%		21 *		22 *	21	21 *		24 *		24 *		21 *		18 *		19 *
AVG. AUD. BY ¼ HR.	%	5.9	6.5	6.6	6.6	5.9	6.8	7.5	8.0	7.8	7.5	7.2	7.2	6.7	6.6	7.6	7.2

TV HOUSEHOLDS USING TV (See Def. 1)		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
	WK. 1	29.0	29.6	30.5	30.9	30.9	31.4	31.5	31.5	32.3	33.4	35.7	36.2	37.6	38.2	39.6	40.4
	WK. 2	29.4	30.4	30.9	30.2	30.3	30.8	32.2	32.3	33.2	33.8	34.6	35.5	36.9	38.2	38.5	39.3

For explanation of symbols, See page A.

U.S. TV Households: 83,800,000

(1)NBC MAJOR LEAGUE PRE GAME,NBC,(3:00-3:16PM)

DAY SAT. JUNE 16, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JUNE 10, 1984

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																
CBS TV TOTAL AUDIENCE (Households (000) & %)									5,450 6.5						2,770 3.3	
Program					← CAPTAIN KANGAROO-SUN (SUS) →				← SUNDAY MORNING →						FACE THE NATION	
AVERAGE AUDIENCE (Households (000) & %)									3,180 3.8	3.3*		3.9*		4.2*	2,260 2.7	
SHARE OF AUDIENCE %									19	20 *		20 *		18 *	11	
AVG. AUD. BY ¼ HR. %									3.0	3.6	3.8	4.0	4.4	4.0	2.6	2.7
NBC TV TOTAL AUDIENCE (Households (000) & %)									10,140 12.1							
Program									← FRENCH OPEN TENNIS-SUN (9:00-2:00PM) →							
AVERAGE AUDIENCE (Households (000) & %)									2,850 3.4	1.9*		2.4*		2.7*		2.6*
SHARE OF AUDIENCE %									13	11 *		12 *		12 *		11 *
AVG. AUD. BY ¼ HR. %									1.7	2.0	2.1	2.6	2.8	2.6	2.6	2.7

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																
CBS TV TOTAL AUDIENCE (Households (000) & %)									5,950 7.1						2,430 2.9	
Program					← CAPTAIN KANGAROO-SUN (SUS) →				← SUNDAY MORNING →						FACE THE NATION	
AVERAGE AUDIENCE (Households (000) & %)									3,180 3.8	3.3*		4.1*		4.1*	2,010 2.4	
SHARE OF AUDIENCE %									19	20 *		21 *		19 *	11	
AVG. AUD. BY ¼ HR. %									2.8	3.7	4.1	4.0	4.0	4.1	2.5	2.4
NBC TV TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	5.3	5.6	7.0	9.1	10.9	12.6	13.9	15.7	17.8	19.0	20.1	21.9	23.2	23.5	24.1	24.0
WK. 2	5.1	5.8	6.7	7.8	9.4	11.1	13.4	15.2	17.2	19.3	20.0	21.4	22.1	21.5	22.7	22.9

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SUN. JUNE 17, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JUNE 10, 1984

WEEK 1

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)				4,860 5.8										3,520 4.2		10,730 12.8	(1)
Program				← THIS WEEK-DAVID BRINKLEY →										AMERICAN SPORTSMAN			
AVERAGE AUDIENCE (Households (000) & %)				3,350 4.0	3.9*		4.1*							2,850 3.4		3,350 4.0	4.4*
SHARE OF AUDIENCE	%			15	15 *		15 *							11		11	14 *
AVG. AUD. BY ¼ HR.	%			3.8	4.0	4.2	4.1							3.1	3.6	4.3	4.5
CBS TV TOTAL AUDIENCE (Households (000) & %)										10,640 12.7							
Program		FOR OUR TIMES (SUS)								← WESTCHESTER CLASSIC-SUN (1:00-3:37PM)							
AVERAGE AUDIENCE (Households (000) & %)										3,600 4.3	3.5*		4.2*		4.2*		4.5*
SHARE OF AUDIENCE	%									14	12 *		14 *		14 *		14 *
AVG. AUD. BY ¼ HR.	%									3.3	3.6	4.2	4.2	4.2	4.1	4.5	4.4
NBC TV TOTAL AUDIENCE (Households (000) & %)																	
Program		FRENCH OPEN TENNIS-SUN (9:00-2:00PM) →															
AVERAGE AUDIENCE (Households (000) & %)			3.0*		3.4*		3.8*		4.3*		5.2*		4.3*				
SHARE OF AUDIENCE	%		12 *		13 *		14 *		15 *		17 *		14 *				
AVG. AUD. BY ¼ HR.	%	3.0	3.0	3.3	3.4	3.8	3.7	4.0	4.6	5.0	5.4	4.9	3.8				

WEEK 2

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)				4,690 5.6										2,600 3.1		13,070 15.6	
Program				← THIS WEEK-DAVID BRINKLEY →										AMERICAN SPORTSMAN		U.S. OPEN GOLF-SUN. (2:30-6:30PM)	
AVERAGE AUDIENCE (Households (000) & %)				2,850 3.4	3.3*		3.5*							2,100 2.5		5,280 6.3	4.2*
SHARE OF AUDIENCE	%			13	13 *		13 *							8		18	14 *
AVG. AUD. BY ¼ HR.	%			3.2	3.5	3.5	3.5							2.5	2.5	3.9	4.6
CBS TV TOTAL AUDIENCE (Households (000) & %)										10,890 13.0							
Program		FOR OUR TIMES (SUS)								← MICHIGAN 400							
AVERAGE AUDIENCE (Households (000) & %)										3,850 4.6	4.1*		4.8*		5.3*		4.6*
SHARE OF AUDIENCE	%									15	16 *		17 *		18 *		15 *
AVG. AUD. BY ¼ HR.	%									3.6	4.5	4.8	4.9	5.3	5.3	4.7	4.5
NBC TV TOTAL AUDIENCE (Households (000) & %)								2,010 2.4									
Program								MEET THE PRESS		← RELIGIOUS SERIES (SUS) →							
AVERAGE AUDIENCE (Households (000) & %)								1,760 2.1									
SHARE OF AUDIENCE	%							8									
AVG. AUD. BY ¼ HR.	%							2.1	2.1								

TV HOUSEHOLDS USING TV (See Def. 1)		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
	WK. 1	24.8	26.0	26.9	27.2	27.5	27.9	28.3	28.6	30.4	31.6	31.8	31.8	31.3	31.8	32.7	33.3
	WK. 2	24.9	26.3	26.8	27.2	26.8	26.8	27.2	27.6	27.7	28.2	28.7	29.6	30.0	30.4	30.5	31.4

U.S. TV Households: 83,800,000

(1)USFL FOOTBALL,VARIOUS TEAMS AND TIMES-MULTI SEGMENT TELECAST

For explanation of symbols, See page A.

DAY SUN. JUNE 17, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JUNE 10, 1984 (WEEK 1)

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV — TOTAL AUDIENCE (Households (000))															4,780	
TOTAL AUDIENCE (%)															5.7	
Program	USFL FOOTBALL (VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST) →														ABC WRLD NEWS TONIGHT-SUN	
AVERAGE AUDIENCE (Households (000))															4,110	
AVERAGE AUDIENCE (%)		5.1*		4.3*		3.9*		4.0*		3.4*		3.0*	1.2*		4.9	
SHARE OF AUDIENCE %		15 *		12 *		11 *		11 *		9 *		7 *	3 *		12	
AVG. AUD. BY ¼ HR. %	4.9	5.2	4.6	4.0	4.0	3.7	3.5	4.4	3.6	3.3	3.1	2.8	1.3		4.6	5.1
CBS TV — TOTAL AUDIENCE (Households (000))			17,350										8,550			
TOTAL AUDIENCE (%)			20.7										10.2			
Program		WESTCHESTER CLASSIC-SUN (1:00-3:37PM) (<OP)	NBA CHAMPIONSHIP GAME 6 BOSTON VS L.A.LAKERS (3:37-6:03PM) (OP)(<OP) →										CBS EVENING NEWS-DEAN (6:03-6:30PM) (OP)			
AVERAGE AUDIENCE (Households (000))			9,550										6,540			
AVERAGE AUDIENCE (%)		4.9*	11.4	8.3*		10.8*		10.5*		12.1*		14.4*	7.8			
SHARE OF AUDIENCE %		15 *	30	24 *		29 *		28 *		31 *		36 *	19			
AVG. AUD. BY ¼ HR. %	4.7	5.0	7.3	8.8	10.7	10.8	11.0	9.9	11.6	12.6	14.2	14.6	7.4	8.1		
NBC TV — TOTAL AUDIENCE (Households (000))					7,460										7,120	
TOTAL AUDIENCE (%)					8.9										8.5	
Program					SPORTSWORLD →										NBC NIGHTLY NEWS-SUN	
AVERAGE AUDIENCE (Households (000))					3,100										6,030	
AVERAGE AUDIENCE (%)					3.7	3.3*		3.3*		4.0*		4.3*			7.2	
SHARE OF AUDIENCE %					10	9 *		9 *		10 *		11 *			17	
AVG. AUD. BY ¼ HR. %					3.3	3.4	3.3	3.3	3.6	4.3	4.2	4.3			7.1	7.3

DAY SUN. JUNE 17, 1984 (WEEK 2)

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV — TOTAL AUDIENCE (Households (000))															2,930	
TOTAL AUDIENCE (%)															3.5	
Program	U.S. OPEN GOLF-SUN. (2:30-6:30PM) →														ABC WRLD NEWS-SUN(B)	
AVERAGE AUDIENCE (Households (000))															2,430	
AVERAGE AUDIENCE (%)		5.4*		5.7*		6.3*		6.7*		6.7*		7.4*		8.3*	2.9	
SHARE OF AUDIENCE %		17 *		17 *		18 *		19 *		19 *		20 *		21 *	7	
AVG. AUD. BY ¼ HR. %	5.2	5.7	5.5	5.9	6.2	6.5	6.4	6.9	6.8	6.6	7.1	7.7	8.4	8.1	3.1	2.7
CBS TV — TOTAL AUDIENCE (Households (000))							5,870				4,020		6,700			
TOTAL AUDIENCE (%)							7.0				4.8		8.0			
Program	MICHIGAN 400 →						CBS SPORTS SUN SPEC ED. →				CBS SPORTS INSIDE OUT		CBS EVENING NEWS-DEAN			
AVERAGE AUDIENCE (Households (000))							3,100				3,440		5,360			
AVERAGE AUDIENCE (%)		4.5*		4.5*		4.8*	3.7	3.7*		3.7*	4.1		6.4			
SHARE OF AUDIENCE %		14 *		14 *		14 *	10	11 *		10 *	11		15			
AVG. AUD. BY ¼ HR. %	4.8	4.2	4.4	4.6	4.9	4.6	3.7	3.6	3.7	3.8	3.9	4.3	6.1	6.7		
NBC TV — TOTAL AUDIENCE (Households (000))					10,220										6,120	
TOTAL AUDIENCE (%)					12.2										7.3	
Program					SPORTSWORLD →										NBC NIGHTLY NEWS-SUN	
AVERAGE AUDIENCE (Households (000))					4,270										5,110	
AVERAGE AUDIENCE (%)					5.1	3.8*		4.3*		5.7*		6.4*			6.1	
SHARE OF AUDIENCE %					14	11 *		12 *		16 *		17 *			14	
AVG. AUD. BY ¼ HR. %					3.9	3.8	4.0	4.6	5.4	6.1	6.9	5.9			6.3	5.9

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK. 1	33.3	34.5	34.3	34.5	34.9	35.5	36.8	37.3	38.0	38.2	39.5	40.7	41.1	41.5	42.2	43.0
WK. 2	32.0	32.1	32.1	33.4	34.4	34.7	34.7	35.5	36.7	37.3	37.7	38.9	41.7	43.2	43.1	43.1

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SUN. JUNE 17, 1984

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS
EVENING MONDAY																	
ABC ABC MONDAY NIGHT BASEBALL	1	8.14-11.19PM	→GRID	19,780	23.6	8,800	10.5	18									
			11.00						12.0								
			11.15				11.9*	22*	8.8								
ABC ABC MONDAY NIGHT BSBL-PRE	1	8.00- 8.14PM	8.00	7,040	8.4	6,870	8.2	17	8.2								
ABC ABC MONDAY NIGHT BASEBALL	2	8.15-11.05PM	→GRID								19,020	22.7	8,970	10.7	19		
			11.00													6.3	
			11.15											6.3*	12*	6.1	
EVENING TUESDAY																	
ABC '84 VOTE:CA,NJ,NM,SD 8:04(S)	1	8.04- 8.06PM	8.00	7,880	9.4	7,710	9.2	20	9.2								
ABC '84 VOTE:CA,NJ,NM,SD 8:32(S)	1	8.32- 8.34PM	8.30	7,040	8.4	6,960	8.3	17	8.3								
CBS NBA CHAMPIONSHIP GAME 7(S)	2	9.00-11.53PM	→GRID								28,410	33.9	16,170	19.3	33		
			11.00													21.9	
			11.15											22.3*	39*	22.7	
			11.30													23.0	
			11.45											20.4*	41*	15.6	
EVENING WEDNESDAY																	
ABC ABC BUSINESS BRIEF-WED		8.58- 8.59PM	8.45	11,820	14.1	11,820	14.1	25	14.1		11,650	13.9	11,650	13.9	27	13.9	
CBS NBA CHAMPIONSHIP GAME 4(S)	1	9.00-12.04AM	→GRID	23,380	27.9	10,980	13.1	24									
			11.00						14.7								
			11.15				15.2*	28*	15.7								
			11.30						16.7								
			11.45				16.9*	36*	17.1								
			12.00						11.6								
EVENING THURSDAY																	
ABC ABC NEWS CLOSEUP(S)	2	8.40- 9.40PM	→GRID								9,550	11.4	5,110	6.1	11		
			9.30											6.6*	11*	6.6	
ABC LOTTERY	2	9.40-10.40PM	→GRID								14,330	17.1	8,800	10.5	18		
			10.30											13.9*	24*	13.9	
ABC 20/20	2	10.40-11.40PM	→GRID								19,690	23.5	13,740	16.4	32		
			11.00													17.5	
			11.15											17.1*	34*	16.8	
			11.30											15.1*	35*	15.1	
CBS MAGNUM, P.I.	2	8.38- 9.38PM	→GRID								20,870	24.9	14,160	16.9	31		
			9.30											19.4*	34*	19.4	
CBS SIMON & SIMON	2	9.38-10.38PM	→GRID								20,360	24.3	15,340	18.3	31		
			10.30											18.8*	33*	18.8	
CBS KNOTS LANDING	2	10.38-11.38PM	→GRID								13,490	16.1	8,880	10.6	21		
			11.00													11.0	
			11.15											10.4*	21*	9.8	
			11.30											9.7*	23*	9.7	
NBC HILL STREET BLUES	2	10.30-11.30PM	→GRID								15,170	18.1	10,390	12.4	24		
			11.00													13.3	
			11.15											12.7*	26*	12.1	

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS
EVENING FRIDAY																	
ABC ABC BUSINESS BRIEF-FRI	2	8.44- 8.45PM	8.30								10,810	12.9	10,810	12.9	27	12.9	
	1	8.48- 8.49PM	8.45	10,220	12.2	10,220	12.2	25	12.2								
CBS NBA CHAMPIONSHIP GAME 5(S)	1	9.00-11.46PM	→GRID	20,780	24.8	10,140	12.1	23									
			11.00						13.0								
			11.15				13.6*	26*	14.3								
			11.30						13.1								
			11.45				12.9*	27*	9.1								
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT	1	8.57- 8.59PM	8.45	10,220	12.2	9,890	11.8	25	11.8								
	2	8.58- 8.59PM	8.45								9,890	11.8	9,890	11.8	25	11.8	
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	11,730	14.0	11,730	14.0	27	14.0		10,310	12.3	10,310	12.3	24	12.3	
CBS NEWSBREAK-SAT.	1	9.07- 9.09PM	9.00	4,690	5.6	4,610	5.5	12	5.5								
	2	9.10- 9.11PM	9.00								7,210	8.6	7,210	8.6	18	8.6	
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	7,290	8.7	7,290	8.7	19	8.7		6,200	7.4	6,200	7.4	16	7.4	
NBC NBC NEWS DIGEST-2-SAT.	2	9.58- 9.59PM	9.45								6,790	8.1	6,790	8.1	16	8.1	
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN	1	8.17- 8.19PM	8.15	7,630	9.1	7,460	8.9	18	8.9								
	2	8.31- 8.33PM	8.30								9,550	11.4	9,390	11.2	22	11.2	
ABC ABC NEWSBRIEF-SUN.	1	9.58- 9.59PM	9.45	6,960	8.3	6,960	8.3	14	8.3								
	2	9.57- 9.59PM	9.45								12,740	15.2	12,490	14.9	26	14.9	
CBS NEWSBREAK-SUN.		8.58- 8.59PM	8.45	9,050	10.8	9,050	10.8	21	10.8		8,720	10.4	8,720	10.4	20	10.4	
NBC NBC NEWS DIGEST-SUN		8.58- 8.59PM	8.45	8,970	10.7	8,970	10.7	20	10.7		8,130	9.7	8,130	9.7	18	9.7	
NBC NBC NEWS DIGEST-2-SUN.	1	9.56- 9.57PM	9.45	11,730	14.0	11,730	14.0	24	14.0								
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F		>	8.00	9,800	11.7	9,220	11.0	20	7.7	M-F	10,730	12.8	10,890	13.0	23	8.6	M-F
			9.45						12.6	TU-F						13.3	TUWF
			10.30													15.4	THU.
ABC '84 VOTE:CA,NJ,NM,SD11:30(S)	1	11.30-12.00MD	11.30	6,120	7.3	4,780	5.7	16	6.5	TUE.							
			11.45						5.0	TUE.							
ABC ABC NEWS:NIGHTLINE	1	11.30-12.00MD	11.30	6,870	8.2	5,360	6.4	16	7.2	W-F							
	2	>	11.30								6,030	7.2	4,530	5.4	14	6.3	TU & W
			11.45						5.6	W-F						4.8	TU & W
			12.00													4.0	WED.
ABC U.S. OPEN GOLF-FRI.(S)	2	11.30-12.00MD	11.30								5,280	6.3	4,360	5.2	14	5.9	FRI.
			11.45													4.5	FRI.
ABC ABC NEWS:NIGHTLINE-MON	2	11.58-12.28AM	11.45								4,530	5.4	3,270	3.9	14	5.3	MON.
			12.00													4.2	MON.
			12.15													3.3	MON.
ABC ABC NEWS:NIGHTLINE SPEC.(S)	1	12.00-12.31AM	12.00	3,690	4.4	2,850	3.4	12	3.8	TUE.							
			12.15						3.1	TUE.							
			12.30						2.2	TUE.							
ABC ABC NEWS:NIGHTLINE-SPEC(S)	2	12.00-12.30AM	12.00								4,020	4.8	3,270	3.9	13	4.2	FRI.
			12.15													3.6	FRI.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

***HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).**

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELE-CAST DAYS
EVENING MONDAY-FRIDAY-CONT'D																	
ABC ABC NEWS:NIGHTLINE-WED(B)	1	12.00-12.43AM	12.00	5,780	6.9	4,190	5.0	18	6.0	WED.							
			12.15				5.4*	18*	4.8	WED.							
			12.30				3.9*	16*	3.9	WED.							
ABC EYE ON HOLLYWOOD		12.00-12.31AM	12.00	2,430	2.9	1,840	2.2	7	2.4	TH&F	1,760	2.1	1,340	1.6	6	1.9	M-W
			12.15						2.0	TH&F						1.6	M-W
			12.30						1.6	TH&F						1.4	M & W
			12.45													1.6	M & W
ABC U.S. OPEN GOLF-THUR.(S)	2	12.10-12.25AM	12.00								4,020	4.8	3,850	4.6	16	5.2	THU.
			12.15													4.4	THU.
ABC ABC NEWS:NIGHTLINE-MON	1	12.24-12.54AM	12.15	3,520	4.2	2,770	3.3	14	3.8	MON.							
			12.30						3.4	MON.							
			12.45						2.7	MON.							
ABC ABC NEWS:NIGHTLINE-SPEC.(S)	2	12.25-12.55AM	12.15								3,100	3.7	2,430	2.9	12	3.7	THU.
			12.30													2.9	THU.
			12.45													2.5	THU.
CBS NEWSBREAK-M-F		>	8.45	10,140	12.1	9,890	11.8	22	11.9	M-F	9,890	11.8	9,640	11.5	22	10.6	M-F
			9.00													10.4	WED.
			9.30													16.5	THU.
CBS CAMPAIGN '84:PRIMARIES(S)	1	11.30-12.02AM	11.30	6,870	8.2	5,200	6.2	17	7.1	TUE.							
			11.45						5.5	TUE.							
			12.00						4.8	TUE.							
CBS LAROUCHE FOR PRES.(S)	2	11.30-12.00MD	11.30								4,270	5.1	3,270	3.9	11	4.4	FRI.
			11.45													3.3	FRI.
CBS LAROUCHE FOR PRESIDENT(S)	2	11.30-12.00MD	11.30								5,780	6.9	4,530	5.4	16	6.1	MON.
			11.45													4.7	MON.
CBS LATE MOVIE I		>	11.30	6,620	7.9	4,270	5.1	19	7.0	M-F	6,030	7.2	3,940	4.7	19	5.6	M-F
			11.45				6.7*	18*	6.5	M & TH				5.4*	16*	5.3	WED.
			12.00						5.6	MTUTHF						4.5	M-F
			12.15				5.3*	19*	5.0	MTUTHF				4.6*	16*	4.8	M-F
			12.30						5.0	M-F						4.9	M-F
			12.45				4.6*	19*	4.4	M-F				4.7*	21*	4.6	M-F
			1.00						4.3	TUWF						4.4	MTUTHF
			1.15				4.3*	21*	4.2	TUWF				4.4*	24*	4.0	MTUTHF
			1.30				4.1*	26*	4.0	W & F						3.5	TUE.
		VARIOUS TIMES	(SUS)														
CBS LATE MOVIE II		>	12.30	3,940	4.7	3,020	3.6	23	5.0	M-F	3,350	4.0	2,510	3.0	20	3.4	M-F
			12.45				4.7*	23*	4.6	M & TH				3.4*	17*	3.4	WED.
			1.00						3.7	MTUTH						3.3	MWTHF
			1.15				3.6*	22*	3.3	MTUTH				3.1*	19*	3.1	MWTHF
			1.30						3.3	TUWF						3.0	M-F
			1.45				3.2*	22*	3.2	TUWF				2.9*	21*	2.8	M-F
			2.00						3.4	W & F						2.6	TU&TH
			2.15				3.1*	26*	2.7	W & F				2.6*	23*	2.5	TU&TH
			2.30						2.5	WED.							
		VARIOUS TIMES	(SUS)														
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	1,590	1.9	1,340	1.6	17	1.7	MTHSU	920	1.1	840	1.0	11	1.1	W & SU
			2.15						1.5	MTHSU						1.0	W & SU

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD.BY ¼ HR %	WEEK 1 TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD.BY ¼ HR %	WEEK 2 TELECAST DAYS
EVENING MONDAY-FRIDAY-CONT'D																	
CBS CBS NEWS NIGHTWATCH-2		2.30- 6.00AM	→GRID	2,100	2.5	920	1.1	20		M-THSU	2,260	2.7	1,010	1.2	23		M-THSU
			2.30						1.8	MTUTHS						1.5	M-THSU
			2.45				1.7*	23*	1.6	MTUTHS				1.5*	20*	1.5	M-THSU
			3.00						1.4	M-THSU						1.5	M-THSU
			3.15				1.4*	22*	1.4	M-THSU				1.4*	23*	1.3	M-THSU
			3.30						1.2	M-THSU						1.2	M-THSU
			3.45				1.2*	22*	1.1	M-THSU				1.2*	22*	1.2	M-THSU
			4.00						1.0	M-THSU						1.1	M-THSU
			4.15				1.0*	20*	1.0	M-THSU				1.1*	23*	1.1	M-THSU
			4.30						1.0	M-THSU						1.1	M-THSU
			4.45				1.0*	22*	1.0	M-THSU				1.0*	22*	1.0	M-THSU
			5.30						.9	M-THSU						.9	M-THSU
			5.45				.9*	20*	.9	M-THSU				1.0*	22*	.9	M-THSU
NBC NBC NEWS DIGEST-M-F		>	8.45	8,970	10.7	9,130	10.9	20	10.6	M-F	8,630	10.3	8,630	10.3	20	9.9	M-F
			9.15													11.6	THU.
NBC NBC NEWS DIGEST-2-M-F		>	9.45	9,720	11.6	9,720	11.6	20	11.6	MWF	9,470	11.3	9,470	11.3	19	11.9	TU&TH
			10.15													10.7	THU.
NBC DECISION '84-CAL./N.J.(S)	1	11.30-12.00MD	11.30	7,540	9.0	6,200	7.4	20	8.1	TUE.							
			11.45						6.7	TUE.							
NBC TONIGHT SHOW		>	11.30	9,050	10.8	5,450	6.5	20	8.1	M-F	9,640	11.5	5,780	6.9	22	7.7	M-F
			11.45				7.6*	20*	7.1	MWTHF				7.6*	21*	7.5	MTUWF
			12.00						6.2	M-F						6.9	M-F
			12.15				5.9*	20*	5.5	M-F				6.4*	22*	5.9	M-F
			12.30						5.3	TUE.						6.7	THU.
			12.45				4.9*	22*	4.5	TUE.				6.3*	28*	6.0	THU.
NBC DAVID LETTERMAN I		>	12.30	3,350	4.0	2,770	3.3	16	3.4	M-TH	3,770	4.5	3,100	3.7	18	3.7	M-TH
			12.45						3.2	MWTH						3.4	M-W
			1.00						3.6	TUE.						4.3	THU.
			1.15						3.4	TUE.						4.0	THU.
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	5,450	6.5	2,260	2.7	13	4.2	FRI.	6,030	7.2	3,020	3.6	18	5.1	FRI.
			12.45				3.6*	14*	3.1	FRI.				4.6*	18*	4.1	FRI.
			1.00						2.8	FRI.						3.4	FRI.
			1.15				2.5*	12*	2.2	FRI.				3.4*	18*	3.3	FRI.
			1.30						2.1	FRI.						3.1	FRI.
			1.45				1.9*	11*	1.7	FRI.				2.9*	18*	2.6	FRI.
NBC DAVID LETTERMAN II		>	1.00	2,680	3.2	2,180	2.6	17	2.9	M-TH	2,770	3.3	2,180	2.6	17	2.9	M-TH
			1.15						2.2	MWTH						2.5	M-W
			1.30						2.8	TUE.						3.0	THU.
			1.45						2.6	TUE.						2.2	THU.
DAY MONDAY-FRIDAY																	
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	920	1.1	840	1.0	13	1.0	M-F	840	1.0	670	.8	11	.8	M-F
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	1,510	1.8	1,420	1.7	14	1.7	M-F	1,510	1.8	1,420	1.7	14	1.7	M-F
ABC CRUSADE PL 40-D-DAY-8:00A(SUS)	1	8.00- 8.30AM	8.00							WED.							
ABC CRUSADE PL 40D-DAY- 8:30A(S)	1	8.30- 9.00AM	8.30	5,030	6.0	4,110	4.9	26	4.9	WED.							
			8.45						4.9	WED.							
ABC LOVING	1	>	11.00	3,270	3.9	2,770	3.3	14	2.2	M-F							
CONT'D																	

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS
DAY MONDAY-FRIDAY-CONT'D																	
ABC LOVING-CONT'D			11.15						2.2	WED.							
ABC CRUSADE PL 40D-DAY-11:30A(S)	1	11.30-12.30PM	11.30	5,700	6.8	2,850	3.4	13	3.2	WED.							
			11.45				3.4*	14*	3.6	WED.							
			12.00						3.4	WED.							
			12.15				3.3*	12*	3.2	WED.							
ABC ABC DAYTIME NEWSBRIEF-M-F		2.57- 2.59PM	2.45	5,870	7.0	5,610	6.7	25	6.7	M-F	6,200	7.4	5,950	7.1	25	7.1	M-F
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,590	1.9	1,170	1.4	16	1.3	M-F	1,590	1.9	1,260	1.5	17	1.4	M-F
			6.45						1.6	M-F						1.7	M-F
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	6,540	7.8	6,290	7.5	31	7.5	M-F	6,290	7.5	5,950	7.1	28	7.1	M-F
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,280	6.3	5,030	6.0	20	6.0	M-F	5,530	6.6	5,200	6.2	19	6.2	M-F
CBS CBS SCHOOLBREAK SPECIALS(S)	2	4.30- 5.30PM	4.30								7,040	8.4	4,360	5.2	16	5.4	TUE.
			4.45											5.2*	17*	4.9	TUE.
			5.00													5.0	TUE.
			5.15											5.2*	16*	5.3	TUE.
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30	1,930	2.3	1,340	1.6	15	1.3	M-F	1,510	1.8	1,010	1.2	11	1.0	M-F
			6.45						1.8	M-F						1.5	M-F
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	3,770	4.5	3,770	4.5	16	4.5	MWF	4,190	5.0	4,190	5.0	17	5.0	MWF

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8:25AM		8.25- 8.29AM	8.15	2,350	2.8	2,100	2.5	18	2.5		2,770	3.3	2,430	2.9	24	2.9	
ABC MENUDO-10:25AM		10.25-10.29AM	10.15	4,360	5.2	3,600	4.3	19	4.3		4,610	5.5	4,020	4.8	20	4.8	
ABC MENUDO-11:55AM		11.55-11.59AM	11.45	4,690	5.6	4,190	5.0	19	5.0		4,360	5.2	3,690	4.4	17	4.4	
ABC U.S. OLYMPIC TRIALS-SAT.(S)	1	4.00- 5.02PM	→GRID	5,110	6.1	3,180	3.8	12									
			5.00						3.6								
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	1,930	2.3	1,760	2.1	15	2.1		1,840	2.2	1,680	2.0	15	2.0	
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	3,270	3.9	3,020	3.6	17	3.6		3,770	4.5	3,520	4.2	19	4.2	
CBS IN THE NEWS-10.26AM		10.26-10.29AM	10.15	3,520	4.2	3,180	3.8	17	3.8		3,350	4.0	3,100	3.7	16	3.7	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	3,520	4.2	3,180	3.8	15	3.8		5,280	6.3	4,860	5.8	22	5.8	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	2,850	3.4	2,600	3.1	11	3.1		3,440	4.1	3,020	3.6	13	3.6	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	3,270	3.9	3,020	3.6	13	3.6		2,930	3.5	2,680	3.2	12	3.2	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	2,260	2.7	2,180	2.6	10	2.6		2,850	3.4	2,680	3.2	12	3.2	
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	2,680	3.2	2,600	3.1	22	3.1		2,260	2.7	2,180	2.6	22	2.6	
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	2,850	3.4	2,770	3.3	21	3.3		2,850	3.4	2,770	3.3	21	3.3	
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	5,700	6.8	5,530	6.6	29	6.6		6,120	7.3	6,030	7.2	30	7.2	
NBC ONE TO GROW ON-10:58AM		10.58-11.00AM	10.45	5,950	7.1	5,700	6.8	27	6.8		5,530	6.6	5,360	6.4	26	6.4	
NBC ONE TO GROW ON-12:28PM		12.28-12.30PM	12.15	3,940	4.7	3,770	4.5	16	4.5		4,270	5.1	4,110	4.9	18	4.9	
NBC NBC MAJOR LEAGUE PRE GAME	2	1.00- 1.17PM	→GRID								4,530	5.4	4,270	5.1	21		
			1.15													5.0	
NBC NBC MAJOR LEAGUE BASEBALL	2	1.17- 4.01PM	→GRID								12,230	14.6	5,110	6.1	22		
			4.00													<<	

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE SHARE %	WEEK 1 AVG. AUD.BY ¼ HR %	WEEK 1 TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE SHARE %	WEEK 2 AVG. AUD.BY ¼ HR %	WEEK 2 TELE-CAST DAYS
DAY SATURDAY-CONT'D																	
NBC NBC MAJOR LEAGUE PRE GAME	1	3.00- 3.16PM	→GRID 3.15	5,780	6.9	5,530	6.6	23	6.9								
DAY SUNDAY																	
CBS WESTCHESTER CLASSIC-SUN(S)	1	1.00- 3.37PM	→GRID 3.30	10,640	12.7	3,600	4.3 6.5*	14 18*	6.5								
CBS NBA CHAMPIONSHIP GAME 6(S)	1	3.37- 6.03PM	→GRID 6.00	17,350	20.7	9,550	11.4	30	13.5								